DEPARTMENT OF BUSINESS ADMINISTRATION

(INTERNATIONAL BUSINESS)

CHOICE BASED CREDIT SYSTEM (CBCS) &

LEARNING OUTCOME BASED CURRICULAR FRAMEWORK (LOCF)

SYLLABUS

BACHELOR OF BUSINESS ADMINISTRATION

(INTERNATIONAL BUSINESS)

2023 – 2026 BATCH

PROGRAMME LEARNING OUTCOMES

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

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

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

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

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

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

PROGRAMME SPECIFIC OUTCOME

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

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

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

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

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

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

DEPARTMENT OF BUSINESS ADMINISTRATION
(INTERNATIONAL BUSINESS)

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

SCHEME & SYLLABUS OF EXAMINATION- 2023 -24 BATCH

Semester	Part	Subject Code	TitleofthePaper		Instruction per week	Instruction per sem	Tutorial (Hrs)	Practical	Total (Hrs)	Duration of the exam(hrs)	Exam Marks			Credits
											CIA	ESE	TOT	
I	I	TAM2301A/ FRE2301A/ HIN2301A	Tamil Paper I / Hindi Paper I / French Paper I	L	4	58	2	-	60	3	25	75	100	3
I	II	ENG2301A	English Paper I	E	4	58	2	-	60	3	25	75	100	3
I	III	*IB23C01	Core 1: Business Management and Organisational Behaviour	CC	5	73	2	-	75	3	25	75	100	3
I	III	BB23C02	Core 2: Financial Accounting	CC	5	73	2	-	75	3	25	75	100	3
I	III	IB23C03	Core 3: Introduction to Global Business	CC	5	73	2	-	75	3	25	75	100	3
I	III	TH23A02	Allied: Mathematics for Management- I	GE	5	73	2	-	75	3	25	75	100	4
I	IV	NME23B1/ NME23A1/	BasicTamil-1/ Advanced Tamil - 1	AE	2	28	2	-	30	-	100	-	100	2
		NME23WS	Introduction to Women Studies	CC	2	30	-	-	30	-				
II	I	TAM2302A/ FRE2302A/ HIN2302A	Tamil Paper II / Hindi Paper II / French Paper II	L	4	58	2	-	60	3	25	75	100	3
II	II	ENG2302A	English Paper II	E	4	58	2	-	60	3	25	75	100	3
II	III	IB23C04	Core 4 : Export and Import Procedures	CC	5	73	2	-	75	3	25	75	100	3
II	III	IB23C05	Core 5: Strategic Corporate Communication	CC	5	73	2	-	75	3	25	75	100	3

II	III	IB23C06	Core 6: International Human Resource Management	CC	5	73	2	-	75	3	25	75	100	3
II	III	TH23A24/ IB23A01	Allied - 2 Mathematics for Management - II/Problem Solving & Decision Making	GE	5	73	2	-	75	3	25	75	100	4
II	IV	NME23B2/ NME23A2	Basic Tamil II/ Advanced Tamil II (Outside Regular Classhour)	AEC	-	-	-	-	-	-	100	-	100	Grade
II	V	23PECM1	Professional English	AEC	2	25	5	-	30	-	100	-	100	2
			Online Course											-
II	VI	NM23GAW	General Awareness (self-study)	-	-	-	-	-		-	100	-	100	Grade

SEMESTER – I & II

CC- Core Courses
GE- Generic Elective
AECC- Ability Enhancing Compulsory Course
IDC- Interdisciplinary Course
SEC- Skill Enhancement Course
* Common for BBA (IB) & BBA (RM)

The following changes in the assessment pattern for 2023- 24 batch (I UG) is passed.

CA Pattern
Section A – 3 x 2 = 6
Section B – 3 x 5 = 15 (either or – same CLO Level)
Section C – 3 x 8 = 24 (either or – same CLO Level)
Total   45

ESE Pattern for (core/allied course)
Section A – 5 x 2 = 10
Section B – 5 x 5 = 25 (either or – same CLO Level)
Section C – 5 x 8 = 40(either or – same CLO Level)
Total   75

I Year UG
CIA Test   -   5   Conducted for 45 marks after 50 days
Model Exam   -   7   Conducted for 75 marks
                                        (Q.P. Pattern (2,5,8) Each Unit 15 Marks)
Sem/Ass/Quiz   -   5
Class Participation   -   5

Attendance   -   3

25   + ESE 75 Marks

CA Pattern for ALC
Section A (Paragraph answer) (4 out of 6) 4 x 4   : 16 Marks
Section B (Essay type) 1 out of 2   : 9 Marks
                                        Total : 25 Marks

ESE Question Paper Pattern: (for Accounts Paper) 5 x 15 = 75 Marks
Question from each unit comprising of
One question with a weightage of 2 Marks : 2 x 5=10
One question with a weightage of 5 Marks : 5 x 5 =25
One question with a weightage of 8 Marks (Internal Choice at the same CLO level): 8 x 5 =40

End Semester for UG - Advance Learner Courses
Section A -5 questions out of 8 - open choice 5x5   :25 marks
Section B -5 questions out of 8-open choice 5x10   :50 marks
                                        Total   :75 marks

For allied courses with theory as 75 marks, the split-up is 20 marks as internal and 55 as external. Conversion will be carried out by CoE from 25 marks to 20 marks through ERP.

Practical (for 25 Marks)
Lab Performance   :   7 marks
Regularity   :   5 marks
Model Exam   :   10 marks
Attendance   :   3 marks
Total   :   25 marks

For allied courses with practical as 50 marks, the split-up is 15 marks as internal and 35 as external. Conversion will be carried out by CoE from 25 marks to 15 marks through ERP.

ESE Practical Pattern

        The End Semester Examination will be conducted for a maximum of 75 marks with a maximum 15 marks for the record and other submissions if any.

PROJECT:

Evaluation of Individual / Group Project & Viva Voce for UG
I Review - Selection of the field of study,   : 5 Marks
                Topic &literature collection
II Review - Research Design   : 10 Marks
                &Data Collection
III Review – Analysis &Conclusion   : 10 Marks
                Preparation of rough draft

Total : 25 Marks

End semester examination:
Evaluation of the project   : 25 Marks
Viva Voce   : 50 Marks
Total   : 75 Marks

Part IV
Introduction to Entrepreneurship / Women Studies / Value education /
Environmental Studies / Design Thinking
Quiz   : 50marks
Assignment   : 25marks
Project / Case study   : 25marks
     Total : 100 Marks

Professional English

The course offered in alignment with TANSCHE norms with 2 credits.

Quiz (5 x 20 Marks) : 100 Marks

COURSE NUMBER	COURSE NAME	CATEGORY	L	T	P	CREDIT
IB23C01	**BUSINESS MANAGEMENT AND ORGANIZATIONAL BEHAVIOUR**	Core	73	2	-	3

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:

CLO Number	CLO Statement	Knowledge Level
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.	Discuss the perceptions, attitudes, and behaviours impact of organizational performance.	K3
CLO4.	Analyse the 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

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

S- Strong, M- Medium

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 – ***Models and Approaches - Social and Ethical issues in management*.**

UNIT – II (16 Hours)
Planning: Introduction to Planning – Importance - Types of Planning - Strategic Planning Process –Tools and Techniques. 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 –Framework – Model. Personality: Characteristics – Theories - The Big Five Model –Factors influencing personality. ***Perception : Concept, Perceptual Process - Perceptual Distortions*** - Stereotyping - Halo Effect - selective perception – ***Projection - Impression Management *.**

UNIT – IV (14 Hours)
Meaning and nature of Leader - Leadership styles – Approaches, Management by Exception – Theories. Motivation: Concepts and their application, Need, Content, Theories of Motivation - ***Organisational Structure - Organizational Behaviour Models*** – ***Organisational Climate and Culture - Organisational Change and Development*-** Organisational effectiveness.

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

Sl. No.	Author(s)	Title of the Book	Publisher	Year of Publication
1.	Lussier, R. N	Management Fundamentals (1st ed.)	Cengage Learning	2020

S. No.	Author(s)	Title of the Book	Publisher	Year of Publication
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

S. No.	Author(s)	Title of the Book	Publisher	Year of Publication
1.	Koontz. (n.d.)	Principles of Management	Tata McGraw Hill Education.	2021
2.	David S. Bright, Anastasia H. Cortes	Organisational Behaviour	Open Stax, Rice University	2020
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.Sudip Mishra,IIT Kharagpur. 2. A Complete Guide to Industry 4.0-Udemy	2021

Text Books :

Reference Books:

Blended Learning Topics:

S. No	Unit	Topic	Link
1.	I	Managerial role and skills	https://unacademy.com/content/railway-exam/study-material/general-awareness/managerial-skills-leading-to-managerial-excellence/
2.	I	Models and Approaches, Social and Ethical issues in management.	https://uk.indeed.com/career-advice/career-development/ethical-issues-in-business
3.	II	Decision making models	https://www.coursera.org/learn/advanced-models-for-decision-making?action=enroll
4.	II	Techniques and processes, Management by objectives (MBO)	https://www.youtube.com/watch?v=kNs8xbAUklQ
5.	III	Perception : Concept, Perceptual Process - Perceptual Distortions	https://www.youtube.com/watch?v=6wtFypFoUBY
6.	III	Projection - Impression Management	https://www.coursera.org/lecture/communicate-with-impact/4-1-group-influence-and-impression-management-9px0t
7.	IV	Organisational Structure , Organizational Behaviour Models	https://www.coursera.org/learn/designing-organization?action=enroll
8.	IV	Organisational Climate and Culture , Organisational Change and Development	https://www.youtube.com/watch?v=uUHuzSlAk_M&list=PLOzRYVm0a65cWsdYODPNF43wDy5mTqema
9.	V	Industry 4.0 - Introduction to Industry 4.0, Need, Reasons for Adopting Industry 4.0	https://www.youtube.com/watch?v=b9mJrzdlfR8&t=3s
10.	V	Skills required for Industry 4.0, Advancements in Industry 4.0	https://www.youtube.com/watch?v=yKPrJJSv94M

COURSE NUMBER BB23C02	COURSE NAME FINANCIAL ACCOUNTING	Category	L	T	P	Credit
		Theory	73	2	-	3

Preamble
1. To understand the basic concepts and principles of financial accounting.
2. To deepen knowledge on all the components of the final accounts, using a double entry book keeping perspective.
3. To convey sufficient knowledge for an adequate interpretation, analysis and use the information provided by financial accounting.
4. To effectively communicate financial results and position to stakeholders.

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

CLO Number	CLO Statement	Knowledge Level
CLO1.	Identify the importance of accounting and to gain a broad understanding of concepts, principles and terminology of financial accounting.	K1
CLO2.	Recognize and familiarize kinds of accounts and use of various accounting tools.	K2
CLO3.	Associate the components of final accounts using double entry booking keeping.	K3
CLO4.	Analyse and perform fundamental accounting operations.	K4

Mapping with Programme Outcomes

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

S-Strong; M-Medium

SYLLABUS

UNIT – I (15 Hours)

Accounting - Nature- Accounting Concepts and conventions – Accounting Cycle – Accounting Equations - ***Kinds of Accounts*** - Journal, Ledger, Subsidiary Books:Purchase Book, Sales Book, Returns Book, Cash Book.

UNIT – II (14 Hours)

Trial Balance-***Objectives*** and methods of preparing Trial Balance-Rectification of Errors - ***Types of errors*** - preparation of suspense account - effect of errors on profit– Reasons for Difference between Cash Book and Pass Book Balance - Preparation of Bank Reconciliation Statement

UNIT – III (14 Hours)

Capital and Revenue expenditure- Preparation of Manufacturing – Trading and Profit and Loss Account – Balance Sheet- ***Treatment of adjustments***

UNIT – IV (15 Hours)

Depreciation – ***Introduction, Need*** - Methods: Straight line and Diminishing balance methods – Bills of Exchange – entries in the books of drawer and acceptor

UNIT - V (15 Hours)

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

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

Text Book:

Sl. No.	Author(s)	Title of the Book	Publisher	Year of Publication
1	S.P. Jain ,K.L. Narang, Simmi Agrawal & Monika Sehgal	Financial Accounting	Kalyani Publishers	January 2020
2	Reddy T.S & Murthy. A	Financial Accounting	Margham Publications	2021

Reference Books:

Sl. No.	Author(s)	Title of the Book	Publisher	Year of Publication
1	S.N. Maheswari, Suneel K.Maheshwari, Sharad K. Maheshwari	Financial Accounting for BBA	Vikas Publishing HousePrivate Limited	2018
2	Grewal T.S	Double entry bookkeeping	Sultan hand & Company	Reprint 2017

Reference links:

Sl. No.	Units	Topics	Links	No .of Hrs
1	Unit – 1,2,3	Financial Accounting	Swayam: https://onlinecourses.swayam2.ac.in/cec19_cm04/preview	12 Weeks
2.	Unit - 4, 5	Financial Accounting	Swayam: https://onlinecourses.nptel.ac.in/noc23_mg80/preview	8 Weeks
3.	Unit -1,2	Introduction to Financial Accounting	Coursera: https://www.coursera.org/learn/wharton-accounting	12 hours

Blended Learning Topics:

S.No	Unit	Topics	Links
1	I	Principles	https://archive.nptel.ac.in/courses/110/106/110106147/
2	I	Kinds of Accounts	https://archive.nptel.ac.in/courses/110/106/110106147/
3	II	Objectives, Types of error	https://archive.nptel.ac.in/courses/110/106/110106147/
4	III	Treatment of Adjustments	https://archive.nptel.ac.in/courses/110/101/110101131/
5	IV	Depreciation – Meaning, Need for depreciation	https://archive.nptel.ac.in/courses/110/101/110101131/
6	V	Ethics in financial reporting.	https://www.youtube.com/watch?v=OT5RdoJAkhY

COURSE NUMBER	COURSE NAME	CATEGORY	L	T	P	CREDIT
IB23C03	INTRODUCTION TO GLOBAL BUSINESS	Core	73	2	-	3

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:

CLO Number	CLO Statement	Knowledge Level
CLO1.	Understand the fundamentals, growth and development of International Business.	K1
CLO2.	Discuss the impact of globalization on businesses , reasons for Existence of MNE s and the strategies employed.	K2
CLO3.	Describe the complexities of operating in a global business environment, design efficient and effective operational strategies.	K3
CLO4.	Analyse ethical and social responsibilities of global business and to collaborate effectively in e- business diverse teams.	K4

Mapping with Programme Learning Outcomes

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

  S-Strong, M- Medium
SYLLABUS

UNIT – I (15 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 *** - globalbusiness expansion strategy for emerging market companies-Globalization and India-Economic indicators and their impact on Globalization.

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***, OECD, IFC, BIS, UNCTAD. Corporate and Social responsibility and ethical issues for MNEs.

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 (13 Hours)
Emerging Trends in Global Business: Technology and digital transformation- sustainable business practices- Geopolitical, ethical and environmental factors impacting Global Business. 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.

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

Sl. No.	Author(s)	Title of the Book	Publisher	Year of Publication
1.	Charles W L Hill & G Tomas M Hult	International Business	Tata McGraw Hill	2021
2.	Rakesh Mohan Joshi	International Business	Oxford University Press	2020

Text Books:

Reference Books:

Sl. No.	Author(s)	Title of the Book	Publisher	Year of Publication
1.	SumatiVarma	International Business	Pearson	2021
2.	Charles Hill	International Business: Text & Cases	Tata McGraw Hill	2020
3.	Warren J. Keegan	Global Marketing Management	Prentice Hall of India	2020
4.	Daniel and Radebaugh and Steven L Mcshare	International Business	Pearson Education	2019

Blended Learning Topics:

S. No	Unit	Topic	Link
1.	I	Need &Importance of International Business	https://www.coursera.org/learn/international-business?action=enroll&courseSlug=international-business&showOnboardingModal=check
2.	I	Approaches to International Business	https://www.youtube.com/watch?v=-iIeqRktu50
3.	II	Essentialconditions for Globalization- Globalization Strategies	https://www.coursera.org/lecture/corporate-strategy/globalization-Det12
4.	II	Advantages and Disadvantages of globalization	https://www.motionpoint.com/blog/advantages-and-disadvantages-of-globalization-preparing-for-expansion/
5.	III	Impact of MNEs on host economies	https://www.youtube.com/watch?v=kwtOLurDwnw
6.	III	World BankGroup, IMF	https://www.coursera.org/lecture/international-business-context/international-trade-organizations-fea1d
7.	IV	Location Strategy	https://www.youtube.com/watch?v=HZvP-zsqST0
8.	IV	Social Responsibilities of Business	https://www.classcentral.com/course/swayam-corporate-social-responsibility-13965
9.	V	Global e-marketing	https://www.coursera.org/specializations/emarketing
10.	V	Impact of e-business on different industries: e-tourism	https://www.coursera.org/lecture/decision-making/business-impacts-of-technology-advancements-and-data-trends-xcGOX

COURSE NUMBER	COURSENAME	CATEGORY	L	T	P	CREDIT
IB23C04	EXPORT AND IMPORT PROCEDURES	CORE	73	2	-	3

Preamble
1. To understand the concepts of Export and Import business.
2. To familiarise Pricing and Payment Methods available for Exporters.
3. To acquaint the regulation of Documentation and Quality Inspection Procedures.
4. To understand the various Financial Aids available for Exporters.

Course Learning Outcomes

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

CLO Number	CLO Statement	Knowledge Level
CLO1.	Understand the concepts of export and import, products and market, labelling, pricing strategies, excise clearance, export finance, and documentation.	K1
CLO2.	Explain the Registration Formalities, export finance, and Shipping procedures of export and import	K2
CLO3.	Illustrate the Selection of Overseas Buyers, Export procedures, Excise clearance, and Quality inspection, the Role of RBI in export finance, and employ the exchange control provisions for imports	K3
CLO4.	Analyse various steps in the selection of export markets and products, methods of payment, and Export promotion measures in India.	K4

Mapping with Programme Learning Outcomes

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

S-Strong; M-Medium

SYLLABUS
UNIT- I (14 Hours)
Preliminary steps for starting export business- Meaning-Classification of goods for exports-
*__Advantages and Disadvantages of Direct and Indirect Exporting*__-Registration
formalities-*__Procedure for obtaining IEC number*-__Export license.
Selection of Products and Markets**: Selection of Export Product- Focus Product Scheme- Focus

Market Scheme- Selection of Export Markets -Selection of Overseas Buyers-Provision and restrictions for import and export in India- Recent trading trends.

UNIT - II (15 Hours)

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

UNIT- III (15 Hours)

Export contract: Meaning- FOB contract- CIF Contract- Exchange rate fluctuations Risks-*Forward Contracts*- Excise clearance and Quality inspection: Excise Clearance for exportable goods - Procedure for Central Excise-Quality Systems – ISO 9000 series, Patenting, Project, -Quality Control and Pre shipment Inspection-Methods-Procedure and Exemption for Pre-shipment Inspection.

UNIT- IV (15 Hours)

Arrangement of export finance: Meaning of export finance-Pre-shipment finance- Features-Types- Post-shipment finance-Features-Types-Role of reserve bank of India in export finance, Import Finance: Meaning-Benefits-Types-*Import procedure*: Meaning-Pre-import procedure-legal dimension of import procedure-Customs clearance for imported goods-*Warehousing of imported goods*- Exchange control provisions for imports.

UNIT- V (14 Hours)

Export Documentation: Introduction-Aligned Documentation System (ADS) - Export Documentation in India -Shipping documents - *Import Documentation*: Transport documents -Bill of entry –Certificate of Inspection, Export promotion measures in India-current trade barriers and mechanisms of international trade in India**-** E-commerce exports.

Text book:

Sl. No.	Author(s)	Title of the Book	Publisher	Year of Publication
1.	Neeraj	Export Import Procedures & Documentation	Neeraj Publication	2021
2.	Sultan Ahmad MadhurimaLall	Export Import: Procedure and Documentation	Sultan Chand and Sons	2021
3.	Prof. C Rama Gopal	Export Import Procedures - Documentation And Logistics	New Age International (P) Ltd., Publishers	2020

Reference Books:

Sl. No.	Author(s)	Title of the Book	Publisher	Year of Publication
1.	Francis Cherunilam	International Business	PHI Learning Private Ltd	2020
2.	Ram Singh	Export and Import Management	Sage Productions	2020

Blended Learning Links:

S. No	Unit	Topics	Links
1	I	Advantages & Disadvantages of direct exporting	https://www.coursera.org/lecture/international-business-venturing-abroad/direct-exporting-FkVFS
2	I	Advantages & Disadvantages of indirect exporting	https://www.coursera.org/lecture/international-business-venturing-abroad/indirect-exporting-ux2Nj
3	I	Procedure for obtaining IEC number	https://www.youtube.com/watch?v=se92RJMCD_g&t=62s
4	II	INCOTERMS	https://in.coursera.org/lecture/international-business-operations/global-insurance-and-incoterms-q0ZlQ
5	II	Letter of credit	https://www.coursera.org/lecture/introduction-supply-chain-finance-blockchain-technology/lesson-01-enablers-m7JvJ
6	II	Export Procedure and export contract	https://in.coursera.org/lecture/international-business-venturing-abroad/successful-exporting-0rHaG
7	III	Forward Contract	https://in.coursera.org/lecture/financial-markets-global/forward-contracts-OFEwk
8	IV	Import Procedures	https://in.coursera.org/lecture/international-business-venturing-abroad/successful-importing-EHMoo
9	IV	Warehousing of imported goods	https://www.youtube.com/watch?v=FylQrBS3Eas
10	V	Import Documentation	https://in.coursera.org/lecture/international-business-venturing-abroad/successful-importing-EHMoo

COURSE NUMBER	COURSE NAME	CATEGORY	L	T	P	CREDIT
IB23C05	STRATEGIC CORPORATE COMMUNICATION	CORE	73	2	-	3

Preamble

1. To understand the role of effective communication strategies in fostering successful business operations.

2. To learn the corporate communication theories, digital communication techniques, and cross-cultural communication challenges.

3. To develop and implement strategic communication plans for multinational corporations.

4. To integrate AI tools in organizations for their communication process.

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

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

Mapping with Programme Learning Outcomes

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

S-Strong; M-Medium; L- Low

SYLLABUS

UNIT – I (14 Hours)
Introduction to Strategic Corporate Communication - The role of corporate communication in organizational success - ***Developing an effective communication Strategies for International Business * -** Effective Communication Models in a Global Context - Evaluating the Effectiveness of Corporate Communication Initiatives. The Role of Augmented Reality in Corporate Strategic Communication.

UNIT – II (15 Hours)
Theoretical Frameworks in Strategic Corporate Communication - Building and Maintaining Corporate Identity and Reputation - Corporate Communication through Social networks- ***Identification of the key dimensions for Dialogic Communication* .**

UNIT – III (15 Hours)
Utilizing Digital Platforms for Global Corporate Communication - Creating Effective Social Media Campaigns for Global Audiences - Ethical Considerations in Digital Communication Strategies - ***Internal and External Communication Strategies** * - Social Media Management for International Brand Building – Incorporation of Virtual Reality in Social Media.

UNIT – IV (15 Hours)
Management Levels of Strategic Communication – Micro, Macro and Meso level sectors on strategic Communication **-** Understanding Cultural Diversity and Communication Challenges **- *Developing Intercultural Communication Strategies for Global Operations***- Effective Communication Across Different Cultural Contexts – Implementation of Industry 4.0 in Communication Strategies.

UNIT – V (14 Hours)
Online Reputation Management - Crisis Communication and Response Strategies in international business - Stakeholder Engagement and External Communication Practices- Developing Comprehensive Corporate Communication Plans - ***Introduction to Integrated Marketing Communication (IMC) - Developing Global IMC Campaigns***–– Implementation of AI Tools in Communication process.

*Highlighted Text offered in blended mode
(Case studies for Internal Evaluation only)

Text Books:

Sl.No	Authors(s)	Title of the Book	Publisher	Year of Publication
1	Mark Anthony Camilleri	Strategic Corporate Communication in the Digital Age	Emerald Publishing Limited	2021
2	Derina Holtzhausen, Jami Fullerton, Bobbi Kay Lewis, Danny Shipka	Principles of Strategic Communication	Taylor & Francis	2021

3	Ross Brinkert ,Lisa V. Chewning	Strategic Corporate Communication: Core Concepts for Managing Your Career and Your Clients' Brands	Cognella,	2020

Reference Books:

Sl.No	Authors(s)	Title of the Book	Publisher	Year of Publication
1	Sara LaBelle, Jennifer H. Waldeck	Strategic Communication for Organizations	University Of California Press	2020
2	Joep Cornelissen	Corporate Communication A Guide to Theory and Practice	SAGE Publications	2020

Blended Learning Links:

S.No	Unit	Topic	Blended Learning Links
1	I	Developing an effective communication Strategies for International Business	https://www.youtube.com/watch?v=D-KXr_lvED4&t=19s
2	II	Identification of the key dimensions for Dialogic Communication	https://www.youtube.com/watch?v=kqN6nG2A7K8
3	III	Internal and External Communication Strategies	https://www.youtube.com/watch?v=VDLEW3fLegY
4	IV	Developing Intercultural Communication Strategies for Global Operations	https://www.youtube.com/watch?v=RXwxg-6dUbE
5	V	Introduction to Integrated Marketing Communication (IMC) - Developing Global IMC Campaigns	https://www.youtube.com/watch?v=nPTRzfi11gg

COURSE NUMBER	COURSE NAME	CATEGORY	L	T	P	CREDIT
IB23C06	**INTERNATIONAL HUMAN RESOURCE MANAGEMENT**	**CORE**	73	2	-	3

Preamble

1. To provide students with a comprehensive understanding of International Human Resource Management (IHRM), and highlighting the determinants that set it apart from Domestic HRM.
2. To equip students with knowledge and insights into international recruitment and staffing.
3. To enable students to grasp the intricacies of international performance management and compensation including emerging technologies like Augmented Reality and addressing the challenges in this domain.
4. To educate students about international labor relations, and provide insights into the applications of Human Resource Information Systems (HRIS), emphasizing data security and its support for planning and control.

Course Learning Outcomes

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

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

Mapping with Programme Learning Outcomes

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

S-Strong; M-Medium

SYLLABUS

UNIT – I (14 Hours)
Introduction to IHRM: Definition - Reasons for Emergence of IHRM - Approaches to IHRM- Determinants of IHRM -* **Difference Between IHRM And Domestic HRM*** - Organizational Context of IHRM - Barriers to Effective Global HRM - Cross Cultural Context and International Assignees –***HR 5.0 Model***.

UNIT – II (15 Hours)
International Recruitment: Sources - Functions – Head Hunters- Cross-National Advertising - E-Recruitment – ***Robotic Process Automation in Recruitment*** - Recent Trends in International Staffing - Selection Criteria-***Training and Development*:** Training Strategies with International Assignments - Types of Expatriate Training - Sensitivity Training - Repatriate Training - Emerging Trends in Training for Competitive Advantage**.**

UNIT – III (15 Hours)
International Performance Management**:** Performance Management Systems in Multinational Enterprises (MNEs) - International Performance Appraisal- ***Augmented Reality to Improve Employee Performance*** - Issues and Challenges in International Performance Management -**International Compensation*** - Key Components of International Compensation - Variables Influencing International Compensation - Emerging Issues in Compensation Management.

UNIT – IV (15 Hours)
International Labour Relations: Key Players – Types – Approaches – ***Global Bodies that Affect IIR*** - Trading Blocks and Codes of Conduct for HRM Practices - Managing HR in Off Shoring Countries - Culture and Employee Management Issues - ***IHRM Future Trends and Challenges***.

UNIT – V (14 Hours)
HRIS Applications: Concept, Structure, & Mechanisms of HRIS - ***Programming Dimensions & HR Manager*** - Data Management for HRIS - Design of HRIS - HRIS: An Investment - Information System's support for Planning & Control - ***Security of Data and Operations of HRIS Modules***.

*Highlighted Text offered in blended mode (Links Provided)
(Case studies for Internal Evaluation only)

Text Books:

Sl.No	Authors(s)	Title of the Book	Publisher	Year of Publication
1	Dennis R. Briscoe	International Human Resource Management	Routledge	2022
2	Miguel Martínez Lucio	International Human Resource Management: The Transformation of Work in a Global Context	Sage Publications Ltd	2022
3	Aswathappa & Sadhna Dash	International HRM	Pearson Publications	2020

Reference Books:

Sl.No	Authors(s)	Title of the Book	Publisher	Year of Publication
1	B. Sebastian Reiche	International Human Resource Management	Tata McGrew Hill	2019
2	Jane, B., &Punnet	International Perspective on Organization Behaviour and HRM	Routledge Publications	2019

Blended Learning Links:

S.No	Unit	Topic	Blended Learning Links
1	I	Difference Between IHRM And Domestic HRM	https://alison.com/course/international-and-strategic-human-resource-management-revised
2	I	HR 5.0 Model	https://www.youtube.com/watch?v=2EqcYNtTGmA
3	II	Robotic Process Automation in Recruitment	https://www.youtube.com/watch?v=L-7WzZWU_dA
4	II	Training and Development	https://alison.com/course/modern-human-resource-management-training-and-induction-revised
5	III	Augmented Reality to Improve Employee Performance	https://www.youtube.com/watch?v=BSYWmBoAPFU
6	III	International Compensation	https://www.youtube.com/watch?v=hVpmSx-82Ps
7	IV	Global Bodies that Affect IIR	https://www.youtube.com/watch?v=6tEnoGJ5sqU
8	IV	IHRM Future Trends and Challenges	https://www.youtube.com/watch?v=gSx6MICzjcM

9	V	Programming Dimensions & HR Manager	https://www.youtube.com/watch?v=3sQBqEjLLgM
10	V	Security of Data and Operations of HRIS Modules	https://www.youtube.com/watch?v=4bkobskp8q0