

**M.Com International Trade**

**REGULATIONS, SCHEME AND SYLLABUS**

**(From 2020 onwards)**

**ON OUTCOME BASED EDUCATION**



**UNIVERSITY OF KERALA**

**THIRUVANANTHAPURAM**

**UNIVERSITY OF KERALA**

**Scheme and Regulations for M. Com International Trade under Semester pattern in Affiliated  
Colleges**

## 1. Scope

1.1 These regulations shall come into effect from 2020 admissions onwards

## 2. Eligibility for admission

2.1 Eligibility for admission and reservation of seats for various Post Graduate programmes in Commerce shall be according to the rules framed by the University from time to time.

## 3. Duration

3.1 The normal duration of a P.G Degree Programme shall be four semesters. No student shall be permitted to complete the programme by attending more than 8 continuous semesters.

3.2 The duration of each semester shall be five months inclusive of examinations. There shall be at least 90 instructional days in a semester and a minimum of 450 hours of instructions in a semester.

## 4. Scheme and Syllabus for M. Com International Trade (from 2020 Admission onwards)

<b>SEMESTER I</b>					
<b>Code</b>	<b>Course</b>	<b>Subject</b>	<b>Marks</b>		
			<b>CA</b>	<b>ESA</b>	<b>Total</b>
CO T 511	Course I	International Business	25	75	100
CO T 512	Course II	Research Methodology	25	75	100
CO T 513	Course III	International Marketing	25	75	100
CO T 514	Course IV	Financial Reporting Standards and Advanced Corporate Accounting	25	75	100
CO T 515	Course V	Economic Principles for International Trade	25	75	100
		<b>Total</b>	<b>125</b>	<b>375</b>	<b>500</b>

<b>SEMESTER II</b>					
<b>Code</b>	<b>Course</b>	<b>Subject</b>	<b>Marks</b>		
			<b>CA</b>	<b>ESA</b>	<b>Total</b>
CO T 521	Course I	E-Business and Cyber Laws	25	75	100
CO T 522	Course II	International Advertising	25	75	100
CO T 523	Course III	Cross- Cultural Business Communication	25	75	100
CO T 524	Course IV	Quantitative Techniques and Financial Econometrics	25	75	100
CO T 525	Course V	International Financial Management	25	75	100
		<b>Total</b>	<b>125</b>	<b>375</b>	<b>500</b>
<b>Summer Internship</b>					

<b>SEMESTER III</b>					
<b>Code</b>	<b>Course</b>	<b>Subject</b>	<b>Marks</b>		
			<b>CA</b>	<b>ESA</b>	<b>Total</b>
CO T 531	Course I	International Taxation	25	75	100
CO T 532	Course II	International Trade and Documentation	25	75	100
CO T 533	Course III	Management of Intellectual Property Rights	25	75	100
CO T 534	Course IV	FOREX Management	25	75	100
		<b>Total</b>	<b>100</b>	<b>300</b>	<b>400</b>

<b>SEMESTER IV</b>					
Code	Course	Subject	Marks		
			CA	ESA	Total
CO T 541	Course I	Logistics and Supply Chain Management	25	75	100
CO T 542	Course II	Global Strategic Management	25	75	100
CO T 543	Course III	Legal Framework for International Trade	25	75	100
CO T 544	Course IV	Management Optimization Techniques	25	75	100
		<b>Total</b>	<b>100</b>	<b>300</b>	<b>400</b>
CO T 545		<b>Project Report</b>			<b>100</b>
CO T 546		<b>Comprehensive Viva</b>			<b>100</b>
		<b>Grand Total</b>			<b>2000</b>

## 5. Evaluation

**5.1.** Evaluation of each paper shall be done in two parts (1) Continuous Assessment (CA) and (2) End Semester Assessment(ESA)

**5.2.** The distribution of marks shall be 25% for CA and 75% for ESA

## 6. Continuous assessment

**6.1.** The allocation of marks for each component under continuous assessment shall be in the following proportions.

Theory paper

a. Attendance	5
b. Assignment	5
c. Tests	10
d. Seminar	5
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Total	25

6.1.1. There shall be no continuous assessment for dissertation /project work

6.1.2. The allotment of marks for attendance shall be as follows:

Attendance less than 75%	0mark
75%	1mark
76to 80%	2marks
81to 86%	3marks
86to 90%	4marks
Attendance more than 90%	5 marks

Those who secure a minimum of 75% attendance in the aggregate for all the papers of a semester taken together alone will be allowed to register for the end semester assessment of the semester.

- 6.2.** Condonation of attendance to a maximum of 10 days in a semester subject to a maximum of two times during the whole period of the PG Programme may be granted by the University .Benefit of attendance may be granted to students who attended to University Union activities, meetings of the University bodies and for participation in extracurricular activities by treating them as present for the days of the their absence for the above purpose on production of participation/attendance certificate in such activities, subject to a maximum of 10 days in a semester.
- 6.3.** Each student shall be required to do not more than 2 assignments for each paper. Valued assignments must be returned to the students.
- 6.4.** For each paper there shall be at least two class tests during a semester. The probable dates of tests shall be announced at the beginning of each semester. Marks for tests shall be awarded on the basis of the marks secured for the better of the two sets. Valued answer scripts must be made available to the students for perusal within 10 days from the date of test.
- 6.5.** Students shall be required to present a seminar on a selected topic in each paper. A maximum of 5 marks shall be awarded for the seminar. The evaluation of the seminar will be done by the concerned teacher/(s) handling the paper based on the presentation, seminar paper and participation in discussion.
- 6.6.** All the records of the continuous assessment must be kept in the Department and must be made available for verification by the University if necessary. Separate orders incorporating

the details for the award of marks under CA will be issued by the university.

- 6.7.** In 3<sup>rd</sup> and 4<sup>th</sup> semester, one hour per week shall be allotted for project work.

## **7. Summer Internship**

Summer internship shall be done at the end of the second semester subject to the following modified guidelines for summer internship as per U. O No. Ac.AIV/1/M. Com Summer Internship /2015 dated 06.05.2016.

- 7.1.** There shall be summer internship by way of an organizational study (OS) for two weeks to facilitate the students to get familiarized with procedures and practice adopted in functional areas such as production/ operations, Marketing, Human Resource, Management Information system, Research and Development and Finance by reputed firms approved by the Teaching Department at the end of the M Com second semester programme.
- 7.2.** Organizational Study (OS) for two weeks shall be arranged immediately after the University examination, but prior to the commencement of third semester classes.
- 7.3.** Organizational Study (OS) shall be monitored by the supervising teachers concerned insisting the submission of Work Diary in the format prescribed by the University.
- 7.4.** Each student shall have to submit a written account of experiences gained during the Organizational Study (OS). However, the summer internship carries Zero credit.
- 7.5.** The students shall be permitted to appear for the end semester examination only after furnishing a certificate by the Head of the Department of the Teaching Department concerned to the effect that the written account of experiences gained during Organizational

## **8. End Semester Assessment**

- 8.1.** End semester assessment of all the semesters shall be conducted by the university. There shall be double valuation system of answer books. The average of 2 valuations shall be taken into account. If there is a variation of more than 15% the answer books shall be valued by a third examiner.
- 8.2.** The results of the CA shall be displayed within 5 working days from the last day of a semester. The complaints regarding award of marks of various components of CA, if any, have to be submitted to the department within 3 working days from the display of CA

marks. These complaints shall be examined by the Departmental Committee to arrive at a decision regarding the awarding of marks. The decision shall be communicated to the student.

**8.3.** The marks awarded for various components of the CA shall not be rounded off, if it has a decimal part. The total marks of CA shall be rounded off to the nearest whole number. The statement of marks of the CA of all the students in a semester shall be approved by the departmental Committee, countersigned by the Principal and forwarded to the Controller of Examinations within 15 working days from the last day of the semester. The University has the right to normalize the CA for which, separate rules shall have framed by the syndicate.

**8.4.** The results of ESA shall be arranged to be published within 30 to 45 days from the date of the last examination.

## **9. Pass Requirement**

Those who secure not less than 40% marks for ESA for each Course and an aggregate minimum of 50% marks including CA for all the Courses of a semester shall be declared to have successfully completed the semester the marks for project and viva will be carried over. Those who have successfully completed all the semesters of a Programme shall be declared to have successfully completed the PG Programme.

## **10. Classification of results**

10.1 The classification of the results of the programme shall be done at the end of the fourth semester based on the total marks secured for all semesters and shall be as follows:

Candidate securing not less than 50% but below 60%- second class

Candidate securing 60% and above- First class

10.2 Candidates who pass all the semester examinations in the first appearance within the minimum period prescribed for each semester shall be ranked on the basis of aggregate marks secured for all the semesters.



## **Programme Specific Outcomes (PSO) for M.com International Trade**

- PSO 1-Understand the procedures of international trade and evaluate the implications of international trade
- PSO 2-Understand the legal procedure and regulations of international trade, Intellectual Property Rights, patent and copyrights
- PSO 3-Understand and recognize the importance of cross-cultural Business communication in the International Trade practices
- PSO 4-Acquire Knowledge of statistical concepts and analyze international trade related data set and Skill in the application of procedures for statistical inference
- PSO 5-Acquire the knowledge and skill required to conduct a focused research relating to international trade related problems
- PSO 6-Acquire the knowledge and skills relating to the hedging of international risks and risk management tools
- PSO7-Understand the status of the present international taxation proceedings and applications in international trade

## SEMESTER I

### CO T 511- Course I: INTERNATIONAL BUSINESS

#### Course Outcomes

- CO 1. Understand the concept of International Business and International Business Environment
- CO 2. Understand different theories of International Business.
- CO 3. Understand the legal procedures involved in International Business.
- CO 4. Recognize the different types of economic integrations.
- CO 5. Understand and Analyze the operations of MNCs through real case assessment.

#### COURSE CONTENT

**Module 1:** International Business -Meaning, Nature, scope and importance- Stages of internationalization of Business-Methods of entry into foreign markets: Licensing- Franchising- Joint Ventures-Strategic Alliances- Subsidiaries and Acquisitions (Discuss case studies relating to subsidiaries and acquisitions)-Framework for analyzing international business environment- Domestic -Foreign and Global Environment-Recent Developments in International Business.

(20 Hrs.)

**Module 2:** Theoretical Foundations of IB: Theory of Mercantilism- Theory of Absolute and Comparative Cost Advantage-Haberler's Theory of Opportunity Cost- Heckscher- Ohlin Theory- Market Imperfections Approach-Product Life Cycle Approach (Discuss case studies)- Transaction Cost Approach-Dunning's Eclectic Theory of International Production

(20 Hrs.)

**Module 3:** Legal framework of International Business: Nature and complexities: Code and common laws and their implications to Business-International Business contract- legal provisions, Payment terms.

(10 Hrs.)

**Module 4:** Multi-Lateral Agreements & Institutions: Economic Integration – Forms: Free Trade Area, Customs Union, Common Market and Economic Union-Regional Blocks: Developed and Developing Countries- NAFTA- EU-SAARC, ASEAN-BRICS- OPEC-Promotional role played by IMF-World Bank & its affiliates- IFC, MIGA and ICSID-ADB-Regulatory role played by WTO&UNCTAD.

(25 Hrs.)

**Module 5:** Multinational Companies (MNCs) and Host Countries: MNCs – Nature and characteristics- Decision Making-Intra Firm Trade and Transfer Pricing – Technology Transfer- Employment and labour relations- Management Practices- Host Country Government Policies-International Business and Developing countries: Motives of MNC operations in Developing Countries (Discuss case studies)- Challenges posed by MNCs

(15 Hrs.)

**References:**

1. Charles W.L. Hill, Global Business Today- University of Washington.
2. Charles W.L. Hill, International Business: Competing in the Global Market Place- Mc Graw Hill, New York.
3. Charles W. L. Hill, Chow How Wee & Krishna Udayasankar, International Business: An Asian Perspective- Mc Graw Hill, New York.
4. Donald Ball, Michael Geringer, Michael Minor & Jeanne McNett, International Business: The Challenge of Global Competition- Mc Graw Hill, New York.
5. Alan M Rugman & Simon Collinson, International Business: Pearson Education, Singapore.
6. Paul R. Krugman & Maurice International Economics: Theory and Policy - Obstfeld Pearson Education Singapore
7. John Daniels, Lee Radebaugh, Daniel Sullivan, International Business: Environments & Operations- Prentice Hall, New Delhi.
8. Sumati Varma, International Business. Ane Books Pvt. Ltd, New Delhi, 2011.
9. Subba Rao, International Business: Text and Cases- Himalaya Publishing House Pvt. Ltd. Mumbai.
10. Francis Cherunilam, International Business: Text and Cases- PHI Learning Pvt. Ltd. New Delhi.
11. V.K. Bhalla, - S. Chand & Company Pvt. Ltd. New Delhi. International Business
12. K. Aswathappa, International Business, Tata McGraw Hill Publishing Company Limited. New Delhi

## SEMESTER I

### CO T 512 - Course II: RESEARCH METHODOLOGY

#### Course Outcomes

- CO 1. Understand the concept and process of research
- CO 2. Apply the research process for preparation of research design
- CO 3. Understand the sampling design in research
- CO 4. Apply appropriate tools for data collection
- CO 5. Apply statistical tools for data analysis and evaluating the results

#### COURSE CONTENT

**Module 1: Fundamentals of Research:** Research-meaning-nature-significance- objectives-utilities- Principles of scientific research-Scientific Methods-Induction, Deduction-Qualities of a good researcher- Research Methods-Types of Research-Fundamental, Applied, Policy, Exploratory, Descriptive, Predictive, Analytical, Historical; Methods of Investigation-Library, Case study, survey, Field study, Experimental, Evaluation, Action, Diagnostic, Ex-post Facto Research; Quantitative and Qualitative research.

(15 Hrs.)

**Module 2: Research Process:** Research problem Identification-Identifying research gap- setting of objectives and hypotheses-identifying the variables-dependent, independent and intervening Variables- Research Design-Cross sectional and Time series - steps in developing a research design-research design for descriptive, analytical, empirical and experimental research-qualities of a good research design.

(20 Hrs.)

**Module 3: Sampling Techniques and Data Collection Methods:** Probability and non- probability sampling techniques-sample size-sampling errors-sources of collection of Data-Techniques and tools for data Collection-Pre-testing and Pilot study.

(20 Hrs.)

**Module 4: Statistical Estimation and Hypothesis Testing:** Estimation-Qualities of a good estimation, Criteria for selecting estimation, Methods of estimation, point and interval estimation, confidence interval, determination of sample size in estimation. Testing of Hypothesis-Need and Significance of Hypotheses-Formulation, Types of hypotheses-errors in testing Hypotheses-Type-I and Type-II errors-one tailed and Two tailed tests-level of Significance-Parametric tests- Non-parametric tests.

(20 Hrs.)

**Module 5: Report writing and presentation:** Research report - Types of reports - Style of reporting - Qualities of a good report - Documentation - Citation - Footnotes - References - Bibliography - APA and MLA Format – Research Ethics – Ethical Issues in research – Plagiarism – Plagiarism checkers - Salami Slicing – Falsification – Fabrication – Duplicate Submission – Data Manipulation

(15 Hrs.)

**References:**

1. S.Kevin, Research Methodology for Social Sciences, Ane Books Pvt.Ltd, New Delhi, 2019.
2. Krishnaswamy O.R, Research Methodology in Social Sciences
3. Kothari C. R, Research Methodology: Methods and Techniques
4. Sharma R,N& Sharma R.K ,Research Methods in Social Science
5. John W.Best and James V. Khan, Research in Education
6. Singh A.K., Tests, Measurements and Research Methods in Behavioural Sciences.
7. Sana Loue, Text book of Research Ethics : Theory and Practice, Courseback
8. Deni Elliott& Judie Stern, Research Ethics : A Reader, Courseback.

## SEMESTER I

### CO T 513- Course III: INTERNATIONAL MARKETING

#### Course Outcomes

- CO1: Understand the marketing concepts and consumer behavior in global market.  
CO2: Understand how to make marketing decisions in international market.  
CO3: Explain the new product development and pricing in global market.  
CO4: Recognize the promotional strategies and channels of distribution in international market.  
CO5: Apply the market entry and expansion strategy through global marketing research.

#### COURSE CONTENT

**Module I:** International Marketing: Principles of International Marketing - motives and barriers to go global - Theories and Models - International Marketing Approaches: Ethno - Poly- Regio - and Geo-centric approaches - Benefits of global marketing - Global marketing environment, Political Environment, Political systems, legal and Regulatory Environment, Socio-cultural Environment, Economic Environment, Technological Environment - Competitive or differential advantage - Management orientation - Consumer Behavior in the International context - Significance of cross-culture in Global Marketing - Challenges in Global Marketing.

(20 Hrs.)

**Module II:** International Marketing Mix Decisions: International Marketing Mix - Meaning - Concept and Composition for Product and Service offerings - Product Mix: concept and features - Product strategies - New Product Planning and Development Process - Product Life Cycle concept in Global Marketing context - Product Standardization Vs. Product adaptation - National Vs. International Product - Brand equity and extensions - Brand Decisions - Role of Packaging in marketing

(15 Hrs.)

**Module III:** Product Planning and Pricing Policy: Types of products - New product development - International product planning - Product adoption and standardization - International market segmentation, targeting and positioning - Influences on marketing plan and budget - International product marketing - Marketing of services - Price and non-price factors - Methods of pricing - International pricing strategies - Dumping and anti-dumping measures in international marketing - International transfer pricing - Counter trade - Payment procedures and methods in global trades.

(20 Hrs.)

**Module IV :** Promotional Strategies and Global Distribution: Concept and Composition - Personal Selling: Need and Significance - International Sales Promotion: Types and Importance - Overseas Product Exhibitions & Trade Fairs - International Advertising: Concept and Types - Copy and Media strategies - Impact of Webcast and Net-based Advertisements - Creativity in global Advertisements - Advertisement Ethics - International Publicity - International logistics planning - Definition and Importance of Distribution - Direct and Indirect Channels - International Marketing Channel

Development - Channel Adaptation - Channel conflict and decisions – International Logistics for Movement - International Marketing Information System and Research - International Packaging.  
(20 Hrs.)

**Module V:**Global Marketing Research and Market Entry Strategies: Concept of marketing research - Need for marketing research - Approach to marketing research- Scope of global marketing research - Global marketing research process - Market surveys - Marketing information system- global market selection - Different market entry modes and market entry strategies - Market expansion strategies - Cross culture sales negotiation - Organization structures for global trade activities - Control of global marketing programs.  
(15 Hrs.)

### References

1. Baack, D. W., Czarnecka, B., & Baack, D. E. (2018). International marketing. London: SAGE Publications.
2. Keegan,W. J. (2013). Global Marketing Management. Bengaluru, Karnataka: Pearson Education India.
3. Kotler, P. (1996). Marketing Analysis, Planning & Control. Noida, Uttar Pradesh: Pearson Education India.
4. Onkvisit, S., & Shaw, J. J. (1996). International Marketing, Analysis & Strategy. Bengaluru, Karnataka: Pearson Education India.
5. Schlegelmilch, B. B. (2016). Global marketing strategy: an executive digest (management for professionals). Berlin, Germany: Springer.
6. Solberg, C. A. (2017). International Marketing: Strategy Development and Implementation. London: Routledge.

## SEMESTER I

### Course IV: CO T 514- FINANCIAL REPORTING STANDARDS AND ADVANCED CORPORATE ACCOUNTING

#### Course Outcomes

CO1: Understand the trade related Accounting Standards and their application

CO2: Understand and Recognize the convergence of IFRS and Ind AS

CO3: Acquire the Skill for preparing Financial Statements by applying relevant Accounting Standards

CO4: Understand and Apply the knowledge in accounting for Amalgamation

CO5: Understand and do Accounting for Liquidation of Companies.

#### COURSE CONTENT

**Module I:** Financial Reporting Standards--Objectives-Accounting Standard Board (ASB)-Accounting Standards (AS)-Trade related AS, AS-11, AS-12, AS17 and AS18.

(15 Hrs.)

**Module II:** International Financial Reporting Standards (IFRS)-Introduction –Scope- An Overview of IFRS - Convergence of IFRS-Ind AS - Trade Related Ind AS - IND AS-1, IND AS-20, IND AS-21, IND AS-24, IND AS-108.

(20 Hrs.)

**Module 3:** Consolidated Financial Statement (AS 21) – Holding Companies – Definition – Preparation of Consolidated Balance Sheet – Minority Interest – Pre- acquisition or Capital Profits – Cost of Control or Goodwill – Inter- company Balance – Unrealised Inter-company profits – Revaluation of assets and liabilities – Bonus Shares – Treatment of Dividend-Cross Holding.

(20 Hrs.)

**Module 4:** Amalgamation - Types of Amalgamation – Calculation of Purchase- consideration- Methods of accounting for amalgamation- Inter-company investments

(20 Hrs.)

**Module 5:** Accounting for Liquidation of Companies – Preparation of Statement of Affairs – Deficiency/Surplus Account - Liquidator's Final Statement of Account – Receiver's Statement of Accounts.

(15 Hrs.)

Theory and practical problems shall be in the ratio of 30: 70. Practical problems shall be included for application of accounting standards also.

#### References:

1. Accounting Standards—Prof. IsrarShaikh and Rajesh Makkar, LexisNexis.
2. Accounting Standards—M.P. Vijayakumar, Snow White, Chennai.
3. Indian Accounting Standards—Rajkumar S Adukia, LexiNexis.



4. Indian Accounting Standards—Asish K Bhattacharjee, Tata Mc Graw Hill.
5. Advanced Corporate Accounting—PC Thulsian
6. Advanced Corporate Accounting—MC Shukla, T.S. Grewal and SC Gupta
7. Advanced Financial Accounting—Dr. B.D. Agarwal
8. Advanced Accountancy—RL Gupta and Radhaswami

## SEMESTER I

### CO T 515- Course V: ECONOMIC PRINCIPLES FOR INTERNATIONAL TRADE

#### COURSE OUTCOMES

On completion of the course, students should be able to:

CO 1: Understand the basics of Macroeconomics

CO 2: Understand relevant trade theories

CO 3: Evaluate existing trade and non-trade barriers of international trade.

CO 4: Understand the approaches to management of balance of payment

CO 5: Evaluate India's foreign trade status

#### COURSE CONTENT

**Module I:** Trade as an engine of growth—Inter-regional and international trade—Theory of Absolute Cost Advantage—Comparative Advantage theory—Haberler's Opportunity Cost theory—Heckscher-Ohlin theorem—Leontief Paradox— Neo-technological trade theory- Kravis theory of Availability-Intra-Industry Trade Models of Krugman- Neo –Heckscher –Ohlin Theory

(20 Hrs.)

**Module II:** Free Trade Vs Protection—Types of tariff and quota—Impact of tariff and quota under partial equilibrium analysis—Different non-tariff restrictions—Optimum tariff- economic integration - customs union- Partial and general equilibrium Analysis-Trade creation and Trade Diversion-Free trade areas, regional trade agreements.

(15 Hrs.)

**Module III:** Concept of BOT and BOP—Equilibrium and disequilibrium in the BOP—Measures to correct deficit in the BOP—Devaluation and Depreciation—Importance of devaluation to foreign trade—Marshall-Lerner condition—J Curve effect—Absorption approach- foreign trade multiplier.

(20 Hrs.)

**Module IV:** Evolution of foreign exchange markets- Foreign Exchange rate determination: Mint Parity Theory, Purchasing Power parity theory, BOP Theory—Exchange rate systems—Fixed and Flexible exchange rates—Managed Floating systems—Nominal, Real and Effective exchange rate—Forward rate, Spot rate- Speculation and arbitrage, role of expectations, currency swaps, future and options — Foreign Exchange Risks—Hedging and Speculation—IMF and International Liquidity Management- Indian Rupee and its fluctuations in international currency market.

(20 Hrs.)

**Module V:** Management of India's foreign trade- Direction and composition of foreign trade in India- balance of payment (BOP) of India and BOP measures adopted before and after 1991-issues of current

and capital account convertibility-flow of foreign capital in India- MNC, FDI, FII – foreign capital and sectoral and regional investment- recent measures of India on foreign capital

**(20 Hrs.)**

### **References**

1. Carbugh, R , J. (2019). International Economics. Noida, Uttar Pradesh: Cengage Learning.
2. Chacholiadas, M. (1980). International Trade: Theory and Policy. New York City, United States: McGraw Hill Inc.
3. Copeland, L. (2008). Exchange rates and International Finance.
4. Dutt, R., & Sundaram. (2016). Indian Economy. Ghaziabad, New Delhi: S Chand & Co.
5. Salvatore, D. (2006). International Economics. London, United Kingdom: MacMillan Press Ltd.
6. Soderston, B., & Reed, G. (1994). International Economics. London, United Kingdom: MacMillan Press Ltd.

## SEMESTER II

### Course I: CO T 521- E-BUSINESS & CYBER LAWS

#### Course Outcome

- CO1- Understand the emerging trends in the e commerce business and its new technological challenges
- CO2- Understand the new marketing innovations which is essentially required to conduct the e business in international level
- CO3- Understand the supply chain management of international trade and business
- CO 4- Understand the laws governing cyber laws and regulations in e commence relating to international trade, patents and copy rights
- CO5- Understand the relevant provisions of IT Act relating to cybercrimes and punishments

#### COURSE CONTENT

**Module I:** E-business- Concepts – Definition – e-business vs. e-commerce - Technology – Sustainable and disruptive, - E-Business Models – Revenue model, Architectural model and Market opportunity models - E-business Design: steps, Knowledge building, capacity evaluation- global e business- technological challenges in global e business

**(10 Hrs.)**

**Module II:** E-Marketing – Traditional Marketing – Web presence Goals – Browsing Behaviour – online Marketing – E-advertising – Internet Marketing Trends – E branding– E- marketing strategies .- modes of e-marketing - Concept and Definition of E-Retailing: Different Models of E Retailing; Model for Web based Information System in E- retailing; -EPOS System. Functions of an EPOS System, e-payment mechanism..

**(20 Hrs.)**

**Module III:** E- Business Technologies-Customer relationship management (CRM) - Organizing around the customer - CRM design and infrastructure - CRM Trends; Selling- chain management - Need for selling-chain management - Order acquisition process – Enterprise resource planning (ERP) – Forces influencing ERP – Implementation strategies - ERP trends; Supply chain Management - Supply-chain planning and execution - SCM issues and trends; E-procurement – Knowledge repository- Data mining– Social media platform.

**(30 Hrs.)**

**Module IV:** Cyber Law- Introduction – Need – Evolution of Cyber Laws - Scope– Jurisdiction in cyber space – jurisdiction with respect to E-Commerce and E-governance– Indian Laws on E-commerce - Indian law relating to IPR (Copy right, Trademark, Patents etc.)

**(15 Hrs.)**

**Module V:** Cyber Regulations- -Cybercrime investigation and surveillance – internet surveillance and privacy - issues relating to investigation, cyber forensic, relevant provisions under IT Act 2000, IPC and Evidence Act etc. Adjudication under the I T Act- Cyber Appellate Tribunal – punishments for various cybercrimes

**(15 Hrs.)**

**References:**

1. E-business, Dr. Ravi Kalakota, Pearson EducationAsia
2. E-Business (R)evolution, Daniel Amor, Pearson EducationAsia
3. E-Business-2, Dr. Ravi Kalakota&Macia Robinson, Pearson EducationAsia
4. E-Business and Commerce, BrahmCanzer, Dreamtech press, NewDelhi
5. The E-Business book, Dayle M Smith, Viva books,Newdelhi
6. E-Business essentials, Rajat Chatterjee, Global India Publication,Newdelhi
7. E-Business essentials, Matt Haig, Kojan Page IndiaLtd
8. IT Act 2000, IT Amendment Bill 2006, IT Amendment Bill2008
9. Exploring E-Commerce, Global E-Business, and E-Societies, Craig Fellenstein& Ron Wood, Course Back

## SEMESTER II

### CO T 522- Course II: INTERNATIONAL ADVERTISING

#### Course Outcomes

CO 1. Understand the concept, relevance and response structure of marketing communication.

CO 2. Identify an apt media for advertisement by comparing various factor related to it.

CO 3. Select an appropriate agency for advertisement by analyzing various factors affecting the selection process.

CO 4. Understand the concept of Integrated Marketing Communication and relevance of Promotion in marketing.

CO 5. Understand the recent trends in International Marketing.

#### COURSE CONTENT

**Module I :** Basics of Marketing and Communication; Communication process; Communication response hierarchy models; Cognitive processing of communication; EKB model; Marketing communication mix; Integrated marketing communication – an introduction; Advertising - Its importance and nature; Advertising and publicity; Advertising management process; Advertising objectives; DAGMAR Approach; Determination of Target Audience and positioning; Advertising budget – factors influencing budget decision and methods.

(20 Hrs.)

**Module II:** Advertising Message and Media Decisions- Creativity and advertising; Creative process; Creative appeals and execution styles; Developing advertising copy for print ad - headline, body copy, logo, illustration and layout. Media Decisions –Types of media, advertising through Internet and interactive media; developing media plan; media selection and scheduling.

(15 Hrs.)

**Module III:** Organization and Evaluation of Advertising Efforts- Centralized and decentralized systems; In-house agency arrangements; Advertising agencies – selection, compensation and appraisal of advertising agency; managing advertising agency relations; IMC services; Reasons for evaluating Advertising Effectiveness; Advertising testing process - Before and after advertising tests and techniques.

(15 Hrs.)

**Module IV:** Advertising and Promotion Decisions - Social and regulatory aspects of advertising in India. Recent developments and issues in advertising. Role of promotion in marketing; Promotion methods; Integrated Marketing Communication – Concept; Communication process and promotion; Determining promotion mix; Factors influencing promotion mix; Developing advertising campaigns. Ethical issues in promotion decisions.

(20 Hrs.)

**Module V:** Trends in Marketing - Service Marketing, Social Media Marketing, Green Marketing, Customer Relationship Management, Rural marketing, other emerging trends. -International Promotion Strategies: Communications across countries-complexities and issues; Country-of-origin effect; International promotion tools and planning; Advertising, personal selling, publicity, and sales

promotion; International public relations, Developing international promotion campaign; Standardization vs. adaptation issue; Planning for direct mail, sales literature, trade fairs, and exhibitions.

**(20 Hrs.)**

### **References**

1. Aaker, David A., Rajeev Batra and John G. Mayers, Advertising Management, Prentice Hall of India.
2. Belch. George and Michael Belch, Advertising and Promotion: An Integrated Marketing Communications Perspective, McGraw Hill Education.
3. Still, Richard R., Sales Management: Decisions, Strategies and Cases, Pearson Education India
4. Anderson B. Robert, Professional Selling, Universe.Johnston, Mark W. and Greg W. Marshall, Sales Force Management: Leadership, Innovation, Technology, Routledge.
5. Spiro, Rosann, William J. Stanton and Gregory A. Rich, Management of a Sales Force, McGraw Hill Education.
6. Keegan, Warran J. and Mark C. Green, Global Marketing, Pearson.
7. Cateora, Phillip R. ;Grahm, John L. and Prashant Salwan,InternationalMarketing,Tata McGraw Hill.
8. Czinkota, Michael R. and Illka A. Ronkainon, International Marketing, Cengage Learning.
7. Cateora, Phillip R ;Grahm, John L. and Prashant Salwan, International Marketing, Tata McGraw Hill.
8. Czinkota, Michael R. and Illka A. Ronkainon, International Marketing, Cengage Learning.

## SEMESTER II

### CO T 523 -Course III: CROSS- CULTURAL BUSINESS COMMUNICATION

#### Course Outcomes

**CO1: Understand the fundamentals of business communication**

**CO2: Understand and Recognize the basic skills needed for business communication**

**CO3: Understand the basic principles of cross-cultural communication**

**CO4: Understand and Evaluate the conflicts in inter-cultural communication**

**CO5: Recognize different factors influencing intercultural communication**

#### COURSE CONTENT

**Module 1:** Nature and purpose of communication; Process and Elements – Classification of communication – interpersonal, interpersonal, written, verbal, nonverbal, visual etc.; Barriers to communication; principles of effective communication; Business communication – Role, Importance, types; Deductive & inductive logic.

(15 Hrs.)

**Module II:** Chairing, attending meetings, conferences, seminars; Negotiation skills, conversation control – Etiquettes that include: etiquettes in social as well as office settings, email etiquettes, telephone etiquettes etc.- Non-verbal communication, body language, kinetics, proxemics, Para language, NLP; Listening – principles of effective listening, Visual communication – use of AVAs, Technology and communication – Communicating digitally – Electronic mail, Teleconferencing, Video conferencing.

(25 Hrs.)

**Module III:** Cross cultural communication- Intercultural communications - basic concepts – Dimensions of cross cultural communication- principles of cross-cultural communication- importance-how to improve cross cultural communication- implications of cross-cultural communications in Business- conceptual frameworks, Nonverbal Communication and Culture - Classifying Nonverbal Communication -Functions of Nonverbal Communication in Culture Developing -Nonverbal Communication Competency.

(15 Hrs.)

**Module IV:** Culture and conflicts in International business- Conflicts in inter cultural communication – cultural conflicts in international trade – conflict analysis - barriers to effective inter cultural communication- intercultural sensitivity -beliefs, values, and norms; - intercultural competence

(15 Hrs.)

**Module V:** Geert Hofstede's theory of cultural Dimensions-Communicating with a Cross-Cultural Audience - Gender and Culture - Religion, Morals, Customs, Values – migration and intercultural



commutation – challenges -intercultural dynamics of social integration. Culture and value systems in India- India's international relations and cross cultural communications.

(20 Hrs.)

**References:**

1. Asha Kaul (2014). Effective business communication. Prentice Hall.
2. Meera banerjee, Krishnamohan (2017), Developing communication skills. Trinity.
3. Harvard Business Essentials (2012). Guide to Business Communication. Harvard.
4. Meenakshi Raman (2012).Business Communication. Oxford University Press.
5. V. Raymond Lesikar (2017). Business Communication (SIE): Connecting in a Digital World. Mc Graw Hill
6. Cooper, J., Calloway-Thomas, Carolyn, & Simonds, C. (2007). Intercultural Communication: A Text with Readings. New York: Pearson.
7. Gannon, M. (2004). Understanding Global Cultures: Metaphorical Journeys Through 28 Nations, Clusters of Nations, and Continents. London: Sage Publications.

## SEMESTER II

### CO T 524 -Course IV: QUANTITATIVE TECHNIQUES AND FINANCIAL ECONOMETRICS

#### COURSE OUTCOMES

CO1: Understand the basic concepts of probability theory and analyze the different Probability distributions

CO2: Understand and apply sampling concepts and procedures

CO3: Apply hypothesis testing procedure and evaluate the outcome

CO4: Understand the basics of Econometrics

CO5: Understand and Acquire the skill in conducting analysis

#### COURSE CONTENT

**Module I:** Probability Theories: Introduction to probability-Certain and Impossible events-sample space-The complement of an event-Mutually exclusive events-Addition and Multiplication Rules for Probability- Independent and dependent events- Combinatorial probability-Conditional probability-Bayes Theorem/Law of total probability-Central Limit Theorem, Probability Distribution: Binomial distribution-Bernoulli process, properties of binomial distribution, mean and standard deviation of binomial distribution-utility of binomial distribution-fitting of binomial distribution. Poisson distribution- meaning and properties of Poisson distribution, utility of Poisson distribution. Normal distribution-normal curve-properties of normal distribution, utility of normal distribution, - normal approximation to binomial distribution-normal approximation to Poisson distribution.

(20 Hrs.)

**Module II:** Sampling and non-sampling errors- Statistic and parameter- Sampling distribution- Standard error, central limit theorem, Theory of Estimation - Point estimate, Interval estimate- Statistical inference- Test of hypotheses- procedure - type 1 error-type II error.

(10 Hrs.)

**Module III:** Parametric tests - Z test -features- conditions to be satisfied application of Z test- test for means, test for standard deviation, t test – characteristic – conditions – utility - t test for means, Test for proportions, Paired t test, Analysis of Variance – applications – conditions to be satisfied – One way and two way ANOVA, Non parametric tests – meaning – applications – Chi square test – applications – Goodness of fit- Independence of attributes- Homogeneity- Population variance, Correlation and Regression.

(20 Hrs.)

**Module IV:** Introduction to Financial Econometrics: Econometrics-Meaning, Methodology, Types; Econometric Models – Steps in modeling -Specification – Estimation and Validation Types of Economic Data – Time Series, Cross Sectional and Panel - Model Specification test – Ramsey Reset Test – Basic Understanding of Breakpoint- Least Square Estimates – Assumptions – Best Linear Unbiased Estimate (BLUE)– Spherical Errors–White Noise

(15 Hrs.)

**Module V:** Univariate and Multivariate Analysis- Ordinary Least Squares (OLS) – Multiple Regression (Simple Problems)– Predictors and Predict and Normality of Distributions – Normality Test using descriptive statistics – Jarque- Bera statistic Stationary series- Level- First and second order differencing – Unit Root test – Augmented Dickey Fuller test -Linear Relationship of Variables – Correlation-Regression Results analysis – Individual Coefficient tests – t statistics and p values, Joint test–fit of goodness of model tests-R-squared, Adjusted R–squared, F statistics and p value, Serial correlation-Durbin Watson statistics- Multi collinearity - Coefficient Diagnostics – Variance Inflation Factor-Residual diagnostics – Correlogram Q Statistics, Correlogram of square Residuals, Histogram Normality, Heteroskedasticity.

(25 Hrs.)

**References:**

1. Fundamentals of Statistics for Business and Economics-V.K.Kapoor, SultanChand and Sons, NewDelhi.
2. Statistics for Management-Levine, Pearson EducationAsia.
3. Basic Econometrics (5th Ed), Damodar N Gujarati, Dawn C Porter and Sangeetha Gunasekhar, Nc Graw Hill Education (India) Edition 2012, ISBN: 978-0-07- 133345-0 (13 digits) or 0-07-133345-2 (10digits)
4. Analysis of Financial Time series (3rd Ed), Ruey S. Tsay, Wiley India PvtLtd, 4435-36/7, Ansari Road, Dharyaganj, New Delhi 110002, ISBN: 978-81-265-4893-4
5. Using Econometrics (6th Ed), A. H .Studenmund, Pearson, Education Limited, Indian edition published by Dorling Kindersley India Pvt Ltd, copyright © 2014 ISBN: 978-93-325-3648-7 First Impression2015
7. Applied Econometrics (3rd Ed), DimitriosAsteriou and Stephen G. Hall, Palgrave 2016, ISBN:978-1-137-41546-2
8. Multivariate Data Analysis (7th Ed), Joseph F. Hair (jr), William C. Black, Barry J. Babin and Rolph E. Anderson, Pearson, Education Limited, Indian edition published by Dorling Kindersley India Pvt Ltd, copyright © 2015 ISBN: 978-93-325-3650-0 Fourth Impression2016.
9. SPSS in simple steps-Kiran Pandya SmrutiBulsari Sanjay Sinha Dream tech Press.
10. A Handbook of Statistical Analyses Using SPSS-Sabine Landau, Brain. S. Everitt-Chapman and Hall/CRC.

## SEMESTER II

### Course V: CO T 525- INTERNATIONAL FINANCIAL MANAGEMENT

#### COURSE OUTCOMES

CO1: Understand the basic concepts of International Finance and recognize the international financial markets.

CO2: Understand the fundamentals of foreign exchange rates and their determination

CO3: Explain the working of foreign exchange market and the international agencies.

CO4: Understand the various instruments in International financial market and identify the features.

CO5: Analyze the implications of global investment in the form of FDI and FII

#### COURSE CONTENT

**Module I:** International financial management: meaning and scope of international financial management – growth of international trade and transnational services – emergence of MNCs - financial management of MNCs - flow of funds across countries – international borrowing and lending - international investment – international monetary system – international financial markets – foreign exchange market

(16 Hrs.)

**Module II:** Foreign exchange market: exchange rate mechanism – fixed rate and floating rate – direct and indirect quotations – bid and offer rates – spot rate and forward rates – factors influencing exchange rates - features - market participants – types of transactions – hedging, arbitrage and speculation – financial instruments – spot contracts – forward contracts

(20 Hrs.)

**Module III:** International financial markets: sources of international funds – multilateral development banks – IMF, World Bank, Asian Development Bank – European monetary system – evolution of Euro

(14 Hrs.)

**Module IV:** International financial instruments: instruments of international financial markets – international bonds, equities and money market instruments - international equity financing through depository receipts – GDR – ADR – IDR

(16 Hrs.)

**Module V:** International investments: Foreign Direct Investment (FDI) – theories of FDI – strategies – modes of investment – benefits and costs of FDI – host country perspective and home country perspective – present position of FDI in India - foreign portfolio investment (FPI) – FII investment - risk and return of international portfolio investment – integration of global capital markets – Appraisal of foreign and domestic projects – risks involved in international investment decisions – currency risk – political risk – inflation risk – country risk

(24 Hrs.)

**References:**

1. Agarwal O. P. (2018). International Financial management. Bengaluru, Karnataka: Himalaya Publishing House.
2. Anuj Varma (2012). International Financial management. New Delhi, Delhi: Dreamtech Press.
3. Apte P.G. (2011). International Financial management. West Patel Nagar, New Delhi: Tata Mcgraw-hill Publishing Co. Ltd.
4. Avadhani V. A. (2013). International Financial management. Bengaluru, Karnataka: Himalaya Publishing House.
5. S. Kevin (2016). Fundamentals of International Financial Management, Delhi: PHI Learning Pvt. Ltd.

## SEMESTER III

### CO T 531 -Course I: INTERNATIONAL TAXATION

#### COURSE OUTCOMES

CO 1: Understand the provisions of transfer pricing under Income Tax Act, 1961

CO 2: Understand the provisions relating to international transactions and non-resident taxation under the Income Tax Act, 1961

CO 3: Understand the law and procedures under the Black Money (Undisclosed Foreign Income and Assets) and Imposition of Tax Act, 2015.

CO 4: Understand and apply the method for application of taxation of E-commerce transactions and tax treaties and to have knowledge of the methods for interpretation of tax treaties.

CO 5: Understand and evaluate the role of anti-avoidance provisions.

CO 6: Understand and analyses the tax convention models.

#### COURSE CONTENT

**Module I:** Transfer Pricing- Transfer Pricing provisions under the Income-tax Act, 1961 - Arm's Length Price - International Transactions - Most Appropriate Method - Functions, Assets and Risk Analysis - Documentation & Compliances - Specific Reporting Regime in respect of Country by Country reporting and master file - Advance Pricing Agreements

(15 Hrs.)

**Module II:** Non-Resident Taxation- Provisions relating to taxation of international transactions and non-resident taxation under the Income-tax Act, 1961 - Non-resident Taxation (including Source Rule of Taxation) - Double Taxation Relief - Advance Rulings

(20 Hrs.)

**Module III:** Black Money and Imposition Law - Law and Procedures under the Black Money (Undisclosed Foreign Income and Assets) and Imposition of Tax Act, 2015

(10 Hrs.)

**Module IV:** Taxation of E-Commerce Transactions and Tax Treaties - Taxation of E-Commerce Transactions - Introduction - Emerging issues - Equalization levy- Tax treaties, Application and Interpretation - Features of Tax treaties - Overview of Tax Information Exchange Agreements - Commentaries and their importance - Role of Vienna Convention in application and interpretation of tax treaties

(20 Hrs.)

**Module V:** Anti-avoidance Measures - Controlled Foreign Corporations - Base Erosion and Profit Shifting - Other Anti Avoidance Measures

(15 Hrs.)

**Module VI: Model Tax Conventions - OECD Model Tax Convention - UN Model Tax Convention - US Model Tax Convention**

**(10 Hrs.)**

**References:**

1. Reuven S. Avi-Yonah, International Tax Laws, Cambridge University Press.
2. Angelika Meindl-Ringler, Beneficial Ownership in International Tax Laws, Wolters Kluwer.
3. Mindy Herzfeld, International Taxation in Nutshell, West Academic Publishing.
4. D.C Agrawal, International Taxation, Taxmann.
5. Nuggehalli Nigam, International Taxation, Springer India.
6. CA Kamal Garg, International Taxation, Bharat's Publishing.
7. Pro.NihitJhaveri, International Taxation, VDI Publications

## SEMESTER III

### CO T 532: Course II: - INTERNATIONAL TRADE AND DOCUMENTATION

#### COURSE OUTCOMES

On completion of the course, students should be able to:

CO 1: Understand the concept of financial risk and the role of derivatives in risk management

CO 2: Understand various theories in Exchange Rate fixation

CO 3: Evaluate different types of currency derivatives

CO 4: Understand the different types of forex risk and recognize various risk management avenues

CO 5: Understand the basics of forex risk management in India

CO 6: Analyse the foreign investment management in the changed scenario

#### COURSE CONTENT

**Module I:** Theories of International Trade- Absolute and comparative Advantage theories- Heckscher-Ohlin theory- terms of trade- theory of international trade in services.

(15 Hrs.)

**Module II:** Tariffs- Quotas- dumping- Antidumping/ countervailing- duties- technical standards- exchange control and other non-tariff measures. Export Procedures - The Search for an overseas buyer, Processing an Export Order, Negotiation of Documents, Role of Banks in Export-Import Transactions. INCO terms.

(15 Hrs.)

**Module III:** Composition and direction of India's foreign trade- India's foreign trade policy- export promotion infrastructure and institutional set up – deemed exports- rupee convertibility- policy on foreign collaborations and counter trade arrangements- India's joint ventures abroad- project and consulting exports.

(25 Hrs.)

**Module IV:** Export assistance and promotion measures- ECGC- import facility- duty drawback- duty exemption schemes- tax concessions- MAI-MDA-100 percent EOUs- SEZs. .

(10 Hrs.)

**Module V:** Processing of an export order – methods of payment- negotiations of export bills- pre and post shipment export credit – Bank guarantees- types and characteristics of export documents - factoring and insurance Customs clearance of Import Cargo, Clearance of Export cargo, Custom Valuation, The Harmonized System, Carnets, Developments in Custom Clearance Procedure

(15 Hrs.)

**Module VI:** Procedure for procurement through imports- Import financing-customs clearance of imports- managing risks involved in importing. - Information Technology in International Business: e-Procurement, e- Marketing, e-Logistics



**(10 Hrs.)**

**References**

1. Alan C Shapiro, Multi National Financial Management
2. Clare C Gump, ABC of Foreign Exchange
3. Krishnamoorthy S, Guide to Foreign Exchange Regulations
4. Chaterjee A K, Principles of Foreign Exchanger
5. Rajwadi, Foreign Exchange Management
6. Keith Red Head, Financial Derivatives
7. V VKeshkamat , Foreign Exchange Arithmetic, Vivek Publications ,Mumbai
8. C Jeevandam, Foreign Exchange Arithmetic and Risk Management, – Sulthan Chand & Sons
9. B K Chaudhuri, Finance of Foreign Trade and Foreign Exchange
10. S. Kevin, Commodity and Financial Derivatives, 2nd ed., PHI Learning Private Ltd, Delhi

## SEMESTER III

### Course III: CO T 533- MANAGEMENT OF INTELLECTUAL PROPERTY RIGHTS

#### Course Outcomes

CO1-Understand the historical perspectives of IPR law, World Intellectual Property organization, TRIPS and TRIMS

CO 2- Understand in detail the forms of IPR and their relative importance in International trade

CO3- Understand the IPR regulations and legislations in India

CO-4 Understand the procedure of registrations of IPR in India

CO5- Understand the procedure of commercialization of IPR

CO6- Understand the procedure of intellectual property valuation and audit

#### COURSE CONTENT

**Module 1:** Historical perspective of IPR Law- WIPO- international treaties- Paris and Berne conventions- WTO- multilateral agreements- TRIPS- India and TRIPS- Issues and Challenges-benefits-criticism

(15 Hrs.)

**Module II:** Key forms of IPR- patents- copyrights- trademarks- industrial designs- layout designs of ICs- geographical indications- trade secrets- plant varieties

(15 Hrs.)

**Module III:** IPR and legislations- Indian Trademarks Act 1999- The Copy rights (Amendment) Act 1999- Geographical Indications of Goods (Registration and protection) Act 1999- Semiconductor Integrated Circuit Layout Design Act 2000- The Industrial Designs Act 2000- Protection of Plant Varieties and Farmer's Rights Act 2001- Biological Diversity Act 2002- The Patents (Amendment)Act 2005.

(15 Hrs.)

**Module IV:** Procedure for registering IPRs- role of government- Department of Industrial Policy and Promotion, Major agencies for administering IPRs- enforcement mechanism- Intellectual Property Appellate Board.

(15 Hrs.)

**Module V:** Commercialization of Intellectual Property: Traditional IP and Evolving IP - Assignment – Licensing – Cross License – Patent Pool – Negotiations – Defensive Publications – Technical Disclosures – Patent Pooling – Patent Trolling - Brand Management- Brand and Pricing Strategies – Patent Mining – Patent Landscaping and Patent Mapping

(15 Hrs)

**Module VI-**Intellectual Asset Management - Intellectual Property Audit - Need for IP Valuation – Approaches of IP Valuation – Cost Approach – Income Approach – MarketApproach – Methods of IP

Valuation – "25% Rule" Method - Industry Standards Methods - Ranking Method - Surrogate Methods - Disaggregation Methods - Monte Carlo Method - Real Options Methods - The CAV Method - Market Value Method -Collateralization of IPA

**(15 Hrs.)**

**References:**

1. W.R Cornish, Intellectual Property Patent, Copyrights, Trademarks & Allied Rights, Sweet & Maxwell, London
2. Bibek Debroy, Intellectual Property rights, Rajiv Gandhi Institute for Contemporary Studies, Delhi, B.R. Pub. Corp.
3. Wadhera B.L., 2011, Law Relating to Intellectual Property -Patents, Trademarks, Copyrights, Designs, Geographical Indications, Universal Law Publishing, New Delhi
4. P Narayana, Intellectual property law
5. Rajeev Jain, Intellectual property law by Patents, copyrights, trademarks and design
6. Journal of Intellectual Property Rights- various issues
7. Intellectual Property Rights, Elizabeth Varkey, Eastern Book Company
8. Sunita K. Sreedharan , An Introduction to Intellectual Asset Management.
9. Patrick H. Sullivan, profiting from Intellectual Capital: Extracting Value from Innovation
10. Tulika Rastogi, IP Audit: Your Way to Healthy Organization
11. Loganathan, E.T. "IPR" (IPRS), TPIPS Agreement and Indian Laws.
12. Websites: [www.dipp.nic.in/ipr](http://www.dipp.nic.in/ipr)[www.iprlawindia.org](http://www.iprlawindia.org)[www.wipo.int/ipdl/en](http://www.wipo.int/ipdl/en)

## SEMESTER III

### CO T 534- Course IV: FOREX MANAGEMENT

#### COURSE OUTCOMES

On completion of the course, students should be able to:

CO 1: Understand the concept of financial risk and the role of derivatives in risk management

CO 2: Understand various theories in Exchange Rate fixation

CO 3: Evaluate different types of currency derivatives

CO 4: Understand the different types of forex risk and recognize various risk management avenues

CO 5: Understand the basics of forex risk management in India

CO 6: Analyse the foreign investment management in the changed scenario

#### COURSE CONTENT

**Module I:** Foreign Exchange: concepts and significance - Forex Reserves - Exchange rates- inter banks and Merchant rates- spot and forward rates -TT rates- computations -Forex Markets—derivatives in the Forex markets- Forwards, Futures, Options and Swaps - Forex dealers and Speculators – Organization of the Forex market.

(10 Hrs.)

**Module II:** Exchange rate fixation: Purchasing Power Parity Theory- Fisher Effect and International Fisher Effect theory - Interest Rate Parity Theory - Flow Model - Asset market models - forecasting of exchange rates- Nominal Effective Exchange Rates and real Effective Exchange rates- Hedging against Exchange rate fluctuations.

(10 Hrs.)

**Module III:** Currency derivatives: Forward Exchange Contracts-relevance-types- forward exchange rate computation – factors influencing Forward Rates- extension and cancellation of forward contracts- risk management through forward contracts - Currency Futures - features – Futures vs Forward contracts – Currency Options- types and trading mechanisms

(20 Hrs.)

**Module IV:** Forex Risk management: types of forex risk - transaction risk, operating risk and translation risk - internal hedging strategies- shifting of risk- sharing of risk- exposure netting and offsetting- External strategies – hedging with currency derivatives - money market Hedge - Economic consequences of exchange rate changes.

(20 Hrs.)

**Module V:** Forex Management in India: Fixed and fluctuating rates-rupee convertibility- Nostro – Vostro - Loro Accounts- Exchange control Measures- relevance - Foreign Exchange reserves of India - composition and management- Monetary and Fiscal policy and its impact on foreign exchange reserves in India.

**(20 Hrs.)**

**Module VI:** Foreign investment Management: FDI - National FDI policy – Liberalization and globalization - impact of liberalization and globalization on foreign investment - Foreign portfolio investments with special reference to developing countries.

**(10 Hrs.)**

**References**

1. Alan C Shapiro, Multi National Financial Management
2. Clare C Gump, ABC of Foreign Exchange
3. Krishnamoorthy S, Guide to Foreign Exchange Regulations
4. Chaterjee A K, Principles of Foreign Exchanger
5. Rajwadi, Foreign Exchange Management
6. Keith Red Head, Financial Derivatives
7. V VKeshkamat , Foreign Exchange Arithmetic, Vivek Publications ,Mumbai
8. C Jeevandam, Foreign Exchange Arithmetic and Risk Management, – Sulthan Chand & Sons
9. B K Chaudhuri, Finance of Foreign Trade and Foreign Exchange
10. S. Kevin, Commodity and Financial Derivatives, 2nd ed., PHI Learning Private Ltd, Delhi

## SEMESTER IV

### Course I: CO T 541- LOGISTICS AND SUPPLY CHAIN MANAGEMENT

#### COURSE OUTCOMES

On completion of the course, students should be able to:

CO1: Explain the international supply chain and various types of logistics in Global trade.

CO2: Understand significance of transportation and transportation management.

CO3: Understand and Recognize the need and types of inventory control.

CO4: Understand and Recognize the need of warehousing

CO5: Understand the need and importance of material handling.

CO6: Understand the relevance of order processing and its factors.

#### COURSE CONTENT

**Module I:** Introduction to distribution logistics: Nature, importance and scope of logistic decisions; Systems approach to logistics; integrates logistics; Total cost concept; supply chain management-nature, importance and interface with logistics; Concept of customer service.

(20 Hrs.)

**Module II:** Transportation and physical Distribution: Importance and modes of transportation Selection of transportation modes; Multi modal transportation; Documentation and carrier liabilities. Inter – state good movement and problems; Transportation management.

(15 Hrs.)

**Module III:** Inventory control: Economic order quantity under conditions of certainty and uncertainty; Inventory requirements as function of number of stock locations; techniques of inventory control.

(20 Hrs.)

**Module IV:** Warehousing: Role and modern concept of warehousing; private vs public warehousing; Planning warehousing operations; Site selection, warehouse layout.

(15 Hrs.)

**Module V:** Material handling: Management of receipts and issues; Computers and warehouse management.

(10 Hrs.)

**Module VI:** Order Processing: Importance to customer service; Model of Performance measurement; Packaging and utilization.

(10 Hrs.)

#### References:

1. Bowersox and others, Physical Distribution Management, Tata McGraw Hill, New Delhi
2. Dobler D. W, Purchasing and Supply Management, Tata McGraw Hill, New Delhi Glaskowsky N.A, Business Logistics, Dryden Press, Ohio
3. Khanna K.K, Physical Management, Himalaya Publishing House, New Delhi
4. R.B. Handfield and E.L. Nochols, Jr. Introduction to Supply Chain Management. Prentice Hall, 1999.
5. N. Viswanadham and Y. Narahari. Performance Modeling of Automated Manufacturing Systems. Prentice Hall of India, 1998.
6. Sunil Chopra and Peter Meindel. Supply Chain Management: Strategy, Planning, and Operation, Prentice Hall of India, 2002

## SEMESTER IV

### Course II: CO T 542- GLOBAL STRATEGIC MANAGEMENT

#### Course Outcomes

- CO1- Understand the strategic management approaches of MNC's in the world  
CO2- Understand the concept of International Product Life Cycle  
CO3- Understand the different types of strategies to manage a global enterprise  
CO4- Apply the skill and knowledge of strategic management to face the international competition  
CO5- Understand and evaluate the process of strategy implementation and control in global business  
CO6- Understand the process of Strategy evaluations and integration of subsidiaries

#### COURSE CONTENT

**Module I:** Concept of strategy- Meaning- Definition– Features of strategic management- process of strategic management - Levels of strategy – Corporate and SBU- Strategic decision making- Approaches to and process of strategic decision making- Mintzberb's modes of strategic decision making, Strategic Intent-Developing vision and mission- setting of objectives and goals – Global Strategic management - concept - strategies of multinational companies with respect to case studies.

(20 Hrs.)

**Module II:** Global Environmental Analysis- components of environment -environmental scanning- PESTEL analysis- Environmental Threat and Opportunity Profile (ETOP)- organizational appraisal- SWOT analysis- Industry and Competitive Analysis- competitive intelligence - Michael Porters' industry analysis- Strategic Advantage Profile--Comparative advantage and Core competence- - TOWS matrix – The International Product Life Cycle (IPCL)

(15 Hrs.)

**Module III:** Strategic Alternatives- Criteria and process, Corporate level strategies-Grand strategies- Generic Strategies- integration, intensive, Stability, Defensive, and Expansion- Diversification - Retrenchment strategies: sub-classification of strategies – Approaches to strategy formulation – GAP analysis – BCG matrix – Synergy – Functional Strategies – Production, Marketing , Finance and HR strategies – Strategic choice – Process and Policies.

(20 Hrs.)

**Module IV:** Situation Based Strategies– Strategies for situation like competing in emerging industries – Maturing and Declining Industries – Fragmented Industries – Hyper competitive Industries – Turbulent Industries – Strategies for industry leaders – runner up firms and weak businesses.

(10 Hrs.)

**Module V:** Global Ownership Strategy - International Joint Ventures- International Strategic Alliances- Global Standardization strategy - Business Process Outsourcing- Foreign subsidiary- Mergers and acquisition, Problems, Prospects and patterns of each form- case studies.

(10 Hrs.)



**Module VI:** Global Strategic Management- Strategy implementation and control – issues in implementation - Organization structure and design – culture and leadership – Strategy evaluations - Ethical and Social Consideration - Organizational Integration of subsidiaries- Strategic adaptation to local conditions- global culture- Business Ethics and Corporate Governance- Social responsibility and Corporate Philanthropy.

**(15 Hrs.)**

**References:**

1. Arthur A Thompson and AJ Stickland III, Strategic Management, New Delhi Tata McGraw Hill
2. Sharma R.A, Strategic Management in Indian Companies, Deep and Deep Publications, New Delhi.
3. Thomas L Wheelen and J. David Hunger, Concepts in Strategic Management and Business Policy, New Delhi, Pearson.
4. Subha Rao, Business Policy and Strategic Management, Himalaya Publishing House, Mumbai
5. Budhiraja, S.B. and M.B. Athreya: Cases in Strategic Management, Tata McGraw Hill, New Delhi.
6. Michal, E Porter: The Competitive Advantage of Nations, Macmillan, NewDelhi.
7. David Fred R, Strategic Management, Prentice Hall, New Jersey
8. Nag, A, Strategic Management – Analysis, Implementation, Control, Vikas Publishing
9. Davidson, W,H. Global Strategic Management, John Wiley, New York
10. Frynas, J.G, and K.Mellahi, Global Strategic Management, Oxford University Press

## SEMESTER IV

### CO T 543- Course III: LEGAL FRAMEWORK FOR INTERNATIONAL TRADE

#### Course Outcomes

- CO1-Understand the origin and source of international law
- CO2- Understand and apply the arbitration rules and regulations
- CO3-Understand obligations of the buyer& seller, common provisions and rules concerning damages
- CO4- Understand the provisions of patent applications and further formalities
- CO5- Understand and evaluate the trade and merchandise regulations including the licensing of trademarks
- CO6- Understand and evaluate the Functions of RBI over transactions in foreign exchange and Restriction on capital account and current account transactions

#### COURSE CONTENT

**Module I:** Sources of international law - International treaties- kinds, significance and the sphere of application; Bilateral treaties- kinds, significance and the sphere of application; Uniform laws; Codes of conduct; Acts of international organizations; National legislation as applicable to international trade.

(15 Hrs)

**Module II-** Arbitration and conciliation regulations- purpose of Arbitration- difficulties in India. Domestic Arbitration- agreement- Tribunal- Arbitral proceedings- Arbitral award- Intervention by Court. Conciliation – enforcement if foreign awards- International Arbitration.

(10 Hrs.)

**Module III** Uniform Law on International Sale of goods- obligations of the seller – obligations of the buyer, common provisions- rules concerning damages-provisions of passing of risk in international sale contracts. Foreign Trade (Development and Regulations) Act 1992- objectives- Powers of Central Govt. Import/ Export License- Application Procedure- Refusal, Suspension of License; Role of DGFT- Exemptions from FTDR Act.

(20 Hrs.)

**Module IV:** Patents Regulations: Patents- Meaning- varieties- provisions of patent applications procedure- procedures after filling applications – patenting- patents of plant and seeds, Drugs- Life of patents and Rights of patentee. Working of patent- Infringement of patent- surrender and revocation of patent. Provisions related to secrecy direction for patent out of India- Protection for security of India- patent regime under WTO.

(15 Hrs.)

**Module V:** Trade and merchandise regulations: registration- procedure- opposing registration- effect of registration- prohibition of registration. Foreign Trademark- Privileges to nationals and non- nationals- Licensing of trademark- registered user provisions- violation of trademark rights-remedies.

**(15 Hrs.)**

**Module VI:** FEMA Regulations- objectives- Need. Functions of RBI under FEMA, regulations over transactions in foreign exchange and securities – Restriction on capital account and current account transactions- control over realization of Foreign Exchange; Regulations of receipts and payments to resident outside India; Rule of Foreign Exchange possession and retention, realization, repatriation and surrender; provisions regulating export of goods and services- borrowing and lending in Foreign Exchange

**(15Hrs.)**

**References:**

1. International Trade Law, Pamela Sellman, Sydney William Templeman Baron Templeman
2. International Trade Law by Janette Charley
3. International Trade Law by S. C. Chhua
4. Law of international trade, Judith Evans, old bailey press
5. The Oxford hand book of International Trade Law, Edited by Daniel Bethlehem, Isabelle Van Damme, Donald McRae, and Rodney Neufeld

Also Additional Books, Journal Articles, Contemporary cases, materials form Websites will be discussed by the Course Teacher Concerned

## SEMESTER IV

### Course IV: CO T 544- MANAGEMENT OPTIMIZATION TECHNIQUES

#### Course Outcomes

CO1: Understand the nature and importance of modeling techniques in business

CO2: Apply Programming models and Evaluate the outcomes

CO3: Solve the transportation and assignment problems

CO4: Apply Decision making models and Evaluate the outcome

CO5: Apply Project Scheduling techniques for Optimal scheduling of Projects

CO6: Apply Replacement models for Decision making regarding equipment's

#### COURSE CONTENT

**Module 1:** Introduction-Definition-Nature and Importance- Steps in Intelligent decision making- Modeling Techniques

(5 Hrs.)

**Module II:** Linear Programming: Introduction-Formulation of LPP-Maximize, Minimize, objective Function-Constraints and non-negativity conditions-Graphical solution-Optimal solution-Infeasible and unbounded solutions-degeneracy-Simplex method-slack, surplus and artificial variables-Duality-Primal and dual problems.

(10 Hrs.)

**Module III:** Transportation and Assignment Problems: Transportation Problems-Initial basic feasible solution using North West Corner Rule, Lowest Cost Entry Method and Vogel Approximation Method-Optimal solution-MODI method- Degeneracy, Unbalanced and Maximization in Transportation Problems. Assignment Problems-Hungarian Method- Maximization, Unbalanced and Restricted Assignment Problems-Travelling Salesman Problems.

(20 Hrs.)

**Module IV:** Decision Theory: Decision making situation -under certainty, uncertainty, risk and conflict – Maximax, Minimax, Maximin, Laplace, Hurwicz, EMV, EOL, and EVPI. Decision Tree. Game theory - Pay off matrix, Saddle point, Solution of pure and mixed strategy games, Graphic Method, Principle of dominance, Arithmetic Method.

(20 Hrs.)

**Module V:** Project Scheduling and Monitoring: Network Analysis-Critical Path Method-Scheduling and Control of Projects-Free, Independent and Total Float(slack)- PERT-timeestimates and Probability of completion-cost/time trade off Analysis-Crashing of projects and resource considerations

(20 Hrs.)

**Module VI:** Other Decision Techniques: Replacement Theory- Replacement of Capital Items and items that fail completely- Individual and Group replacement policy. Queuing Theory-Models (simple problems); Inventory models-computation; Simulation-MONTE CARLO Method and Random Numbers.

(15 Hrs.)

**References:**

1. J K Sharma – operation Research – Theory and Practice – McMillian.
2. John M. Nicholas, Project Management for business and Technology – Problems and practice.
3. Harvey M Wagner - “Principle of Operation Research, PH Learning Pvt.Ltd.
4. Management operations Research – Satya Narayanan, LalithaRaman.
5. Operations Research Hamdy ATaha
6. Operation Research – V.K.Kapoor.
7. Operation Research – S.D.Sharma.
8. Operation Research – B S Goel and S K Mittal, PragatiPrakashan Meerut
9. Operations Research – S Kalavathy, vikas publishing

## **GUIDELINES FOR PROJECT FOR M.COM**

### **Project work to commence at the beginning of the third semester**

Every student shall work on a project related to Commerce and more closely associated to the area of specialization.

Project Report to be submitted at the end of the last semester. There could be linkage between the summer internship and the topic of the project.

Project work should be done under the supervision and guidance of regular faculty. Students who submit a project shall justify the following:

- Relevance of the study
- Problem identified
- Objectives and the Methodology
- Outcome envisaged and the possible application of the same.

Identifying a topic which is live from the environment/industry is possible through establishing linkages with industry/ policy making bodies.

Two copies of the project report in English (Printed or typed in A4 size course) should be submitted by the student at the end of the last semester

### **Structure of the Report**

#### **Title Page**

- Certificate from the guide
- Name of the Student, Name and Designation of the supervising Teacher
- Acknowledgements
- Contents
- Executive Summary
- **Chapter I: Introduction**
  1. Research problem
  2. Objectives of the study, (ONE primary objective associated with the statement of the problem and other secondary objectives)
  3. Methodology (stating the variables associated with the objectives) and the hypotheses emerging from research problem and objectives framed, sample design and technique
- Chapter II Review of Literature
- Chapter III and IV: Data Analysis and interpretation
- Chapter V: Summary findings Recommendations
- Appendix (Questionnaire, Specimen copies of forms, other exhibits etc;)
- Bibliography

### **Project Evaluation**

Dissertation /Project Report to be submitted at the end of the last semester. The project report shall be subject to internal and external evaluation followed by a Viva-voce.

Internal Evaluation is to be done by the supervising teacher and external evaluation is to be done by an examiner appointed by the University along with the Head of the Department or his nominee.

The maximum marks shall be 100 -project assessment 75% viva voce 25%. Viva Voce shall be conducted along with the comprehensive viva-voce.

A viva voce related to the project work will be conducted by the external evaluation Board and students have to attend the viva voce.

Project assessment marks are to be awarded to the students combining the internal and external evaluation, taking the average.

Total Marks for the Project is 100 in two components  
A - Project assessment -75 and B Viva Voce- 25

Project assessment valuation would have the e following break up :

Relevance of the study-10 Problem identification -10  
Methodology- sampling data analysis tools variables and hypotheses-30 Findings-10  
Reporting-5

Linkage in the study-5 Outcome achieved -5  
The student should get a minimum of 30 in project report.

If the student fails to get a minimum in project report, he or she shall submit the project report after modifying it on the basis of the recommendations of the examiners.

### **Industrial Visit cum Study Tour**

Study tour to be mandatory for the M.Com Programme. It should cover an organization where functional applications of concepts/ theories covered in the Programme are being practised. The visit should be pre-planned with an objective to learn identified applications. The learning could be in

- Accounting processes (Computerized, Digitalize operations)
- Capital Market Operations
- Auditing Practices
- Integrated Financial Services
- Payroll Management
- Production/ Marketing/ Distribution/ Logistic Management

The total time to be devoted in the organization is one day out of five days set aside for the tour.

The outcome of the visit to be documented in a report with the following forma

**Student Tour Dairy**

1. Name of the College
2. Name of the Student
3. M.Com Programme..... Semester
4. Name of the Organization
5. Date of Visit
6. Learning Objectives
  - To Observe applications of .....
  - To Understand processes.....
7. Interaction shield .....
8. Outcome in the form of learnings.....
9. Observations (along with pictures, citations, illustrations)

**Counter Signed by HoD**







