

**ST. JOSEPH'S COLLEGE OF COMMERCE**  
(Autonomous)

163, Brigade Road, Bangalore – 560 025

Accredited and Re-Accredited with 'A' Grade by  
the National Assessment and Accreditation  
Council (NAAC)

Recognized by the UGC as  
**“COLLEGE WITH POTENTIAL FOR  
EXCELLENCE”**



**Master of Commerce (International Business)**  
**Semester III & IV**

**Academic year 2024 – 2025**  
**(until batch of 2023-2025)**

**St. Joseph's College of Commerce**  
(Autonomous)  
**Affiliated to Bengaluru City University**

St. Joseph's College of Commerce (SJCC) was formerly a part of St. Joseph's College, established in the year 1882. The Commerce Department was established in the year 1949 and it became an independent college with its own building in Brigade Road in the year 1972.

The college has in its Vision a model for higher education which encourages individuals to dream of a socially just world and in its Mission a strategy to empower individuals in realizing that dream.

With an objective of imparting quality education in the field of Commerce and Management the college has been innovating in all aspects of higher education over a long period of time. These innovations were further bolstered with the granting of autonomous status to the college by UGC in September 2005. From then on, the college has taken a lead in reforming curriculum and syllabus, examination and evaluation pattern and teaching and learning methods through the Board of Studies, the Academic Council and the Governing Council comprising of eminent academicians, industry representatives and notable alumni.

The college has undergone four cycles of NAAC accreditation starting from the year 2000 in which it secured 'five stars', next in the year 2007 an 'A' grade, in the year 2012 again an 'A' grade and recently in February 2021 an 'A++'. It is one of the very few

institutions in the country to have secured A++ grade in the fourth cycle under the Revised Accreditation Framework (RAF) and the first college in Karnataka to do so. The college was declared as a ‘College with Potential for Excellence’ in the year 2010. In 2011 SJCC was recognized as a Research Centre by Bangalore University. The college has been ranked consistently among the top 100 colleges by NIRF ratings of the Ministry of Education, Government of India.

### **OBJECTIVES OF THE M.COM (INTERNATIONAL BUSINESS) PROGRAMME**

1. To train and develop the candidates to hold Managerial positions in the field of International trade and Business.
2. To provide an edge with a combination of international oriented courses along with core Commerce courses.
3. To train the students to hold Multi level Positions in the field of business.
4. It facilitates an all-round development of the student by sensitizing towards the ethical and social needs of the society.

### **SAILENT FEATURES OF THE PROGRAM**

1. The programme enables a student to develop not only in academics but also in value added programme and extension activities through embedding these pillars in the system.

2. The programme has inbuilt provisions to learn a skill-based paper based on their specializations.
3. The programme offers International Business as an elective.
4. Relative importance of courses of study and activities are quantified in terms of credits.
5. Focus on preparing students for financial analysis, research orientation, investment and risk management, financial management including derivatives, hedge funds and debt funds, International business, supply chain and logistics management.
6. Specialization is available in Finance, Human Resource, Business Administration, Marketing Management and Data Science with PGD.
7. Inputs from industry experts are a crucial part of the programme. They facilitate access to applied knowledge.
8. Students will have compulsory paper presentation in State Level and National Level Seminars/Conferences, Corporate Internships, Teaching Practice and Dissertation.
9. Regular sessions on SPSS/Statistical packages, Quantitative Techniques and Logical Reasoning, Case study analysis, Analysis of Current Business and Economics, Managerial Communication as part of curriculum for students' professional and personal development.
10. The programme offers more flexibility to the students allowing them to choose inter-

disciplinary courses along with major courses which make education broader based.

11. M.com degree serves as the basis for further higher studies/ taking up of professional certifications and research in the fields such as PhD/ M.Phil./ other related degree in Commerce.
12. Inbuilt provision for on-the-job training for those who intend to pursue a career in teaching and other sectors through teaching practice and compulsory
13. Corporate internship. Choice Based Credit System is adopted for the M.Com programme with Cumulative Grade Point Average for Evaluation. Engagement in programme of social concerns, psychometric tests, art therapy, counselling sessions, presentation skills and personality grooming..
14. Compulsory rural exposure program as part of extension activities in addition to participating in social welfare Programs.
15. Compulsory Industrial Visits are also organized as part of the curriculum.
16. On the Job Training for a semester or the choice of dissertation is part of the Curriculum.

## **I. ELIGIBILITY FOR ADMISSION:**

Admission Requirement and Admission test:

Candidates who have passed B.Com or BBM/ BBA of any recognized university and have secured at least 50% of mark in the aggregate of all core papers/courses studied in the qualifying examinations are eligible for admission into this programme.

Admission will be based on an entrance test/subject Knowledge interview conducted by the college. Marks scored at the test/ qualifying interview will be considered for final selection.

## **II. DURATION OF THE PROGRAMME:**

The programme of the study is 2 years of four (4) semesters. A candidate shall complete his/her degree within four (4) academic years from the date of his/her admission to the first semester.

## **III.MEDIUM OF INSTRUCTION:**

The medium of instruction shall be English.

## **IV. ATTENDANCE:**

A student shall be considered to have satisfied the requirement of attendance for the semester, if he/she has attended not less than 75% in aggregate of the number of working periods in each of the courses compulsorily.

A student who fails to complete the PROGRAMME in the manner stated above shall not be permitted to take the end semester examination.

## **M.COM PROGRAMME MATRIX, PROGRAMME STRUCTURE AND SEMESTER SCHEME OF EXAMINATION:**

Refer pages 7 to 13

## **V. TEACHING AND EVALUATION:**

M.Com/MBA/MFA/MBS/Ph.D/NET qualified graduates with B.Com/BBA/BBS as basic degree from a recognized university are only eligible to teach and evaluate the courses.

## **VI. EVALUATION SYSTEM:**

Evaluation for PG programme consists of two components, viz. Continuous Internal Assessment (CIA) and End Semester Examination (ESE) with the weightage of 30% and 70% respectively.

Continuous Internal Assessment (CIA) includes a centrally organized MID-TERM Test for 20 marks and other exercises administered by the teacher such as Surprise test / quiz / business case analysis/ Assignment / Presentation/ Research Project/ Research article/ Seminar etc. for an aggregate of 10 marks. Each teaching faculty is required to maintain a record of the Continuous Internal Assessment (CIA). Under the PG programme, a student must score a minimum of 12 marks through CIA.

The End Semester Examination will be conducted at the end of each semester. The duration and maximum marks for the End Semester Examination is 3 hours and for 70 marks.

## **VII. MINIMUM FOR A PASS:**

A PG student has to get a minimum of 40% marks in the ESE (28 on 70) and 40% aggregate in CIA & ESE (40 on 100) for a pass in each course. The minimum SGPA to qualify for the M.Com degree is 5.00 and a pass in all courses.

## VIII. CLASSIFICATION OF SUCCESSFUL CANDIDATES:

Grading System for Choice Based Credit System (CBCS) – The College adopts a ten-point grading system. The modalities and the operational details are as follows:

Credits – Credits are assigned to courses based on the following broad classification

Course Category	Instruction hours/week	Credits
Major Core	4 hours	4
Allied Required/Open Elective	3 hours	3
Allied Optional	3 hours	3
Graded courses	2 hours	1

Grade points – The papers are marked in a conventional way for 100 marks. The marks obtained are converted to grade point according to the following table. If a student is absent for the paper the grade point assigned is 0.

% Marks	95-100	90-94	85-89	80-84	75-79	70-74	65-69	60-64	55-59	50-54	45-49	40-44	Below 40
Grade Points	10	9.5	9	8.5	8	7.5	7	6.5	6	5.5	5	4.5	0



The semester grade point average (SGPA) - is the sum of the product of the credits with the grade points scored in all courses divided by the total credit of Part A and Part B in the semester.

$SGPA = \frac{\sum \text{Credits} \times \text{Grade Points}}{\text{Total Credits}}$   
 Minimum SGPA for a pass is 5.

If a student has not passed in a course or is absent then the SGPA is not assigned.

The cumulative grade point average (CGPA)- is the weighted average of all the courses undergone by a student over all the six semesters of a PROGRAMME.

$CGPA = \frac{\sum \text{Total credits in the semester} \times SGPA}{\text{Total credits of the PROGRAMME}}$ . SGPA and CGPA will be rounded off to two decimal places. Interpretation of SGPA/CGPA/ Classification of final result for a PG PROGRAMME.

v. Interpretation of SGPA/CGPA/ Classification of final result for

<b>SGPA/CGPA/ Course Grade Point</b>	<b>Grade</b>	<b>Result/Class Description</b>
9.00 – 10.00	O	Outstanding
8.00 – 8.99	A+	First Class Exemplary
7.00 – 7.99	A	First Class Distinction
6.00 – 6.99	B+	First Class
5.50 – 5.99	B	High Second Class

5.00 – 5.49	C	Second Class
Below 5	RA	To Re-Appear

## IX. PATTERN OF QUESTION PAPER:

**Question Paper Pattern: (3 Hours duration, Max. Marks: 70)**

Section A	Analytical questions	5 marks x 4 questions	20 Marks
Section B	Essay questions	12 marks x 3 questions	36 Marks
Section C	Compulsory questions/Case study	14 marks x 1 question	14 Marks
<b>Total</b>			<b>70 Marks</b>

## X. TEACHING PRACTICE AND SUMMER CORPORATE INTERNSHIP:

As part of the curriculum, the M.Com (FT and IB) students can take up either a corporate internship of four to six weeks (the same will be indicated by the department each academic year) during their II semester summer break or can take up 60 hours of Teaching Practice alongside regular classes during their III semester for undergraduate courses. The progression of the corporate internship/ teaching practice is supervised and evaluated by the department.

Each candidate shall submit a comprehensive Internship/Teaching Practice Report at the end of the stipulated term. Based on the performance of the student the department through a viva voce examination will assign marks out of 100 for the performance of the student during the internship/teaching practice. The department will fill out a Matrix based Evaluation form consisting of various criterion spread across academic, inter-personal and soft skill characteristics expected of an employee by an organization.

## **XI. SEMESTER CORPORATE INTERNSHIP:**

The progression of the corporate internship of a duration of one semester is supervised and evaluated at two levels i.e., by an internal guide allocated by the college and external mentor allocated by the organization. Continuous monitoring of the student progression at the organization in different ways will be taken up by the department during the semester.

Each student shall submit a comprehensive Internship Report at the end of the internship term. Based on the performance of the student the internal as well as the external guide will assign marks out of 150 each totaling to 300 marks for the performance of the student during the internship. The guides will fill out a Matrix based Evaluation form consisting of 10 criterion spread across academic, inter-personal and soft skill

characteristics expected of an employee by an organization.

**M.COM (INTERNATIONAL BUSINESS) PROGRAMME STRUCTURE PROGRAMME MATRIX**

<b>Content</b>	<b>I</b>	<b>II</b>	<b>III</b>	<b>IV</b>	<b>Total</b>
<b>I. ACADEMICS</b>					
Major Core	<ul style="list-style-type: none"> <li>International Business Environment</li> <li>Accounting for Decision Making</li> <li>Management Concepts &amp; Organizational Behaviour</li> </ul>	<ul style="list-style-type: none"> <li>Finance for Managers</li> <li>Impex Procedure and Documentation</li> <li>International Financial Institutions &amp; Markets</li> </ul>	<ul style="list-style-type: none"> <li>International Financial Management</li> <li>Advanced Computer Applications for Business</li> </ul>	<ul style="list-style-type: none"> <li>Dissertation/ Semester Corporate Internship</li> </ul>	
Allied Required	<ul style="list-style-type: none"> <li>Business Statistics and Analysis</li> <li>Economics for Managers</li> </ul>	<ul style="list-style-type: none"> <li>Operation Research for Business Decisions</li> <li>Business Research Methodology</li> </ul>	<ul style="list-style-type: none"> <li>Bank Management</li> </ul>	<ul style="list-style-type: none"> <li>Business Policy &amp; Strategic Management</li> </ul>	
Major Optional	NA	NA	Elective Paper I, II & III	<ul style="list-style-type: none"> <li>Elective Paper IV, V &amp; VI</li> </ul>	
Allied Optional	*3 Hrs/3 Credits	*3 Hrs/3 Credits	-	-	
<b>TOTAL</b>	<b>21 Cr</b>	21 Cr	<b>23 Cr</b>	<b>23 Cr</b>	<b>88</b>
<b>II SKILL ORIENTED/VALUE ADDED PROGRAMMES</b>					
Quantitative technique and logical reasoning	1 Cr	1 Cr	-	-	
Analysis of Current Business and Economics	1 Cr	1 Cr	-	-	
SPSS/Statistical packages	-	-	1 Cr	-	
Corporate Internship/Teaching Practice	-	-	1 Cr	-	
Managerial Communication	1 Cr	-	1 Cr	-	
<b>TOTAL</b>	<b>3 Cr</b>	<b>2 Cr</b>	<b>3 Cr</b>	-	<b>8</b>
<b>III EXTENSION ACTIVITIES, CO-CURRICULAR &amp; OTHERS</b>					
Extension/Extra Curricular & Others(Outreach Program II)		1 Cr		1 Cr	
<b>TOTAL</b>	-	<b>1 Cr</b>	-	<b>1 Cr</b>	<b>2</b>
<b>GRAND TOTAL</b>	<b>24 Cr</b>	<b>24 Cr</b>	<b>26 Cr</b>	<b>24 Cr</b>	<b>98</b>

**M.COM (INTERNATIONAL BUSINESS)  
PROGRAMME STRUCTURE (for III & IV  
Semesters) SEMESTER SCHEME OF  
EXAMINATION  
CORE COURSES  
SEMESTER – III**

Course Code	Title of the Paper	Hours per week	Marks		Total Marks	Credits
			CI A	ESE		
P418MC301	International Financial Management	4	30	70	100	4
P424MC302	Advanced Computer Applications in Business	4	30	70	100	4
P424AR301	Bank Management	3	30	70	100	3
<b>TOTAL</b>		<b>11</b>	<b>90</b>	<b>210</b>	<b>300</b>	<b>11</b>

**SEMESTER – IV**

Course Code	Title of the Paper	Hours per week	Marks		Total Marks	Credits
			CIA	ESE		
P424MC401/ P424MC401	Dissertation/ Semester Corporate Internship	-	-	-	200	8
P124AR401	Business Policy and Strategic Management	3	30	70	100	3
<b>TOTAL</b>		<b>3</b>	<b>30</b>	<b>70</b>	<b>300</b>	<b>11</b>

**M.COM (INTERNATIONAL BUSINESS)  
PROGRAMME STRUCTURE (for III & IV  
Semesters) SEMESTER SCHEME OF  
EXAMINATION  
SPECIALISED COURSES  
SEMESTER – III**

Course Code	Title of the Paper	Hour s per week	Marks		Total Marks	Credits
			CIA	ESE		
P418IB301	Foreign Exchange Management	4	30	70	100	4
P424IB302	International Marketing	4	30	70	100	4
P424IB303	Project Management	4	30	70	100	4
<b>TOTAL</b>		<b>12</b>	<b>30</b>	<b>70</b>	<b>100</b>	<b>12</b>

**SEMESTER – IV**

Course Code	Title of the Paper	Hour s per week	Marks		Total Marks	Credits
			CI A	ES E		
P415IB401	International Logistics & Supply Chain Management	4	30	70	100	4
P424IB402	Security Analysis and Portfolio Management	4	30	70	100	4
P415IB403/	SAP (CRM)/ Business Valuation Using Excel	4	30	70	100	4
<b>TOTAL</b>		<b>12</b>	<b>90</b>	<b>210</b>	<b>300</b>	<b>12</b>

**M.COM (INTERNATIONAL BUSINESS)  
PROGRAMME STRUCTURE (for III & IV  
Semesters) SEMESTER SCHEME OF  
EXAMINATION  
GRADED COURSES (VALUE ADDED COURSE)  
SEMESTER – III**

Course Code	Title of the Paper	Hours per week	Marks		Total Marks	Credits
			CIA	ESE		
P424MCE301	Managerial Communication - II	2	GRADED POINTS			1
P424TP301	Teaching Practice	-				1
P424CI301	Corporate Internship					
P424ST301	Statistical Tools for Data Analysis (SPSS)	2				1
<b>TOTAL</b>		<b>4</b>	-	-	-	<b>3</b>

**SEMESTER – IV**

Course Code	Title of the Paper	Hours per week	Marks		Total Marks	Credits
			CI A	ES E		
PG24EA401	Extension Activity(Outreach Program II)	-	-	-	-	1
<b>TOTAL</b>		-	-	-	-	<b>1</b>



## **M.Com (International Business)**

### **PROGRAMME EDUCATIONAL OBJECTIVES**

After undergoing the **M.Com (International Business)** Programme, the student will be able to:

1. Attain higher levels of proficiency for a successful career in commerce, the industry and entrepreneurship with adequate theoretical knowledge about the core and domain disciplines.
2. Demonstrate requisite competency to pursue higher studies, research, life-long learning for continuous growth and development in the chosen profession.
3. Adapt to a rapidly changing environment with newly learnt and applied skills, become socially responsible and value driven citizens, committed to sustainable development.

### **PROGRAMME OUTCOMES**

**At the end of the M.Com (International Business)** Programme, the student will be able to:

#### **PO1: Disciplinary and Inter - disciplinary Knowledge**

Demonstrate the understanding of relevant business, management and organization knowledge, both academic and professional, in line with industry standards.

#### **PO2: Decision making competency**

Apply underlying concepts, principles, and techniques of

analysis, both within and outside the discipline to generate all the possible solutions and picks one that shows their understanding of the problem and the outcomes.

**PO3: Integrated problem-solving and Research**

Analyze how parts of a whole interact with each other to produce overall outcomes in complex systems by analyzing key managerial issues in a particular industry or company and propose appropriate managerial solutions to the situation

**PO4 Critical thinking competency**

Evaluate evidence, arguments, claims and beliefs by using right type of reasoning as appropriate to the situation and Analyze how parts of a whole interact with each other to produce overall outcomes in complex systems

**PO5 Creative thinking competency**

Develops, implements and communicates new and worthwhile ideas using both incremental and radical concepts to make a real and useful contribution to their work

**PO6: Usage of Modern Technology and Tools**

Use tools and technologies of digital nature, communication/networking tools and social networks appropriately to access, manage, integrate, evaluate and create information to successfully function in a knowledge economy

### **PO7 Leadership and team work**

Develop a vision, translate that vision into shared goals, and effectively work with others to achieve these goals.

### **PO8 Ethical Conduct & Sustainability Practices**

Act responsibly and sustainably at local, national, and global levels

### **PO9 Collaboration & Networking Competencies**

Work collaboratively and respectfully as members and leaders of diverse teams.

### **PO10 Self-directed and Life – Long learning**

Establish goals and monitor progress toward them by developing an awareness of the personal, environmental and task-specific factors that affect attainment of the goals.

## **PROGRAM SPECIFIC OUTCOMES**

### **PSO11 Global perspectives and multicultural competency**

Employ effective and appropriate interaction and Team work with people of different nationalities and cultures, demonstrating respect for social, cultural and Linguistic diversity at the local, national and international level.

## **PSO12 Cross-Disciplinary Integration and Strategic Perspective**

Create alternative solutions for business issues and develop systems and processes that meet the specified needs of business for appropriate consideration for social, cultural, economic and environmental issues and challenges.

# **P418MC301: INTERNATIONAL FINANCIAL MANAGEMENT**

## **COURSE OBJECTIVES:**

The student should be able to:

1. Illustrate the role and functions of a financial manager in an international business firm in the context of international financial system.
2. Relate the effect of international flows with equilibrium and dis- equilibrium adjustment of BOP and trade deficits.
3. Evaluate the functions and implications of foreign exchange market in international financial decisions.
4. Justify the implications of international tax, overall cost of capital and capital budgeting on investment decisions of international business firm.
5. Analyze the factors that influence the each components of working capital management of international business firm and its risks
6. Choose a financing mix for an international project in the context prevalent international financial system.

### **Module 1:**

**Introduction to International Finance** - Meaning and scope – International business methods, Importance, rewards and risk of international finance, international financial transactions, components of International financial System. Significance of international FM.

### **Module 2:**

**International Flow of Funds** – BOP, Fundamentals of BOP, accounting components of BOP, Factors affecting International Trade, Agencies that facilitate international

flows – equilibrium, disequilibrium & adjustment of BOP & trade deficits.

### **Module 3:**

**India's foreign exchange market** - Exchange rate system in India. Country risk analysis – political risk factors – Financial risk factors types of country risk assessment – quantifying country risk – reducing exposure to host govt. takeover, assessment & management of political risk.

### **Module 4:**

**International capital budgeting** – issues in foreign investment analysis, foreign project appraisal, risk evaluation in foreign projects, growth options & evaluation. International capital structure and cost of capital, international tax management.

### **Module 5:**

**International WCM** – factors influencing short-term objectives, financing strategy & options – borrowing strategy & risk management – international cash management, accounts receivable & management & inventory mgmt.

### **Module 6:**

**International project finance** – Sources of financing to/from India - Foreign Direct Investment, Overseas Direct Investment, External Commercial Borrowings (basic level).

## **COURSE OUTCOMES:**

After completion of the course the students will be able to

1. Illustrate the role and functions of a financial manager in an international business firm in the context of international financial system.
2. Relate the effect of international flows with equilibrium and dis- equilibrium adjustment of BOP and trade deficits.
3. Evaluate the functions and implications of foreign exchange market in international financial decisions.
4. Justify the implications of international tax, overall cost of capital and capital budgeting on investment decisions of international business firm.
5. Analyze the factors that influence the each components of working capital management of international business firm and its risks
6. Choose a financing mix for an international project in the context prevalent international financial system.

## **BOOKS FOR REFERENCE:**

1. Alan Shapiro: Multinational Financial Management, Prentice Hall, New Delhi.
2. Apte: International Financial Management, Tata McGraw Hill, Delhi.
3. David B. Zenoff & Jack Zwick: International Financial Management.
4. Rita M. Rodriguez L. Bigame Carter: International Financial Management.
5. V. A. Avadhani: International Finance - Theory and Practice, Himalaya Publishing House.
6. J. Fred Weston & Bart: Guide to International Financial Management.

7. Robery O. Edmister: Financial Institutions - markets and Management.
8. A. V. Rajwade: Foreign Exchange International Finance and Risk Management, Prentice Hall.
9. Jeff Madura: International Financial Management, Thomson Learning.



## **P424MC302:           ADVANCED           COMPUTER APPLICATIONS IN BUSINESS**

### **COURSE OBJECTIVES:**

The student should be able to:

1. Illustrate the fundamental roles and benefits of Data Processing Applications in Business in the context of Data process management.
2. Develop a broad framework for conducting information system audit of a hypothetical business firm.
3. Justify the applicability and implications of web publishing under SOHO and BPO infrastructure
4. Justify the applicability and implications of computer applications in business and its impact on Information technology that support data process management in all areas of business.
5. Design a management information systems and expert systems for a hypothetical business organization.

### **Module 1:**

**Data Processing and Management** Introduction to data processing: concepts, lifecycle, operations, methods, and types. Big data: characteristics, processing techniques, and applications in business. Data warehousing and business intelligence concepts.

### **Module 2:**

**Information Systems Security and Audit** Cybersecurity threats, vulnerabilities, and risk management strategies. Information Systems Audit (ISA): objectives, methodologies, and frameworks (COBIT, COSO). Cloud security considerations for businesses.

### **Module 3:**

**Web Technologies and E-commerce** Introduction to Web Publishing-Concepts, technologies, and tools- Designing Web Experiences- User interface (UI), content management systems, and Multimedia Content for the Web. Security in Web Publishing - Understanding Security Threats- Security Life Cycle- Securing Websites and Web Servers- Emerging Security Trends. E-commerce fundamentals: online stores, payment gateways, security protocols. Digital marketing strategies and online business models (SOHO, BPO).

### **Module 4:**

#### **Business Applications of Information Technology (IT)**

IT infrastructure and its role in business operations. Applications of IT across different business functions (e.g., finance, marketing, human resources). In-depth exploration of MS Word and Excel functionalities for advanced business tasks (formatting, formulas, functions-financial/statistical, data analysis tools). Emerging technologies in business: artificial intelligence (AI), machine learning (ML), blockchain.

### **Module 5:**

#### **Introduction to System Development**

System development life cycle (SDLC) phases: requirements gathering, design, development, testing, implementation, and maintenance. Management information systems (MIS) for data-driven decision making. Introduction to expert systems and their applications in business.

## **COURSE OUTCOMES:**

Upon completing this course, students will be able to:

1. Analyze and manage data using advanced techniques.
2. Implement a comprehensive information system security strategy.
3. Develop and manage secure web applications for businesses.
4. Critically evaluate the impact of IT on business processes and decision making.
5. Utilize advanced features in MS Word and Excel to enhance business productivity.
6. Apply basic system development methodologies to solve business problems

## **BOOKS FOR REFERENCE:**

1. Data Processing and Information Technology; by V. Rajaraman (Tata McGraw-Hill)
2. Big Data: A Revolution That Will Transform How We Live, Work, and Think by Viktor Mayer-Schonberger and Kenneth Cukier (Houghton Mifflin Harcourt)
3. Data Warehousing Fundamentals: Modeling, Design, and Implementation; by Ralph Kimball (John Wiley & Sons)
4. Information Security Management; by Michael E. Whitman and Herbert J. Mattord (Cengage Learning)
5. COBIT 2019: A Business Framework for Information Governance; by ISACA

6. Internal Controls: COSO Framework; by Committee of Sponsoring Organizations of the Treadway Commission (COSO)
7. Head First HTML and CSS; by Elisabeth Robson (O'Reilly Media)
8. E-commerce 2024: Business, Technology, Society by Kenneth C. Laudon, Carol Guercio Traver, and Raj Arora (Pearson)
9. Digital Marketing Strategy by Simon Andrews (Kogan Page)
10. IT Infrastructure and Management for Business by Vivek Nath (Jones & Bartlett Learning)
11. The Innovator's Dilemma: When New Technologies Cause Great Firms to Fail by Clayton M. Christensen (HarperBusiness)
12. Artificial Intelligence: A Modern Approach by Stuart Russell and Peter Norvig (Pearson)
13. Microsoft Word 365 Step by Step by Joan Lambert (Microsoft Press)
14. Excel 2023 for Dummies" by Greg Kimball (John Wiley & Sons)
15. Systems Analysis and Design with UML by Alan Dennis, Barbara Wixom and David Bate (Wiley)
16. Management Information Systems: Managing the Digital Future by Kenneth C. Laudon and Jane P. Laudon (Pearson)
17. Building Expert Systems by Peter Jackson (Addison-Wesley)

# **P418IB301: FOREIGN EXCHANGE MANAGEMENT**

## **COURSE OBJECTIVES:**

The student should be able to:

1. Illustrate the fundamental roles of Foreign exchange market and determination of foreign exchange rate as implications of Fisher effect.
2. Compare and contrast the settlement of transactions in spot and futures and options market.
3. Justify the use of currency and interest futures and options transactions for the purpose of speculations and hedging in Forex market.
4. Devise strategies of hedging and speculation against the each type forex exposure risks by using money market instruments and currency derivatives.
5. Develop the strategies of hedging against the each type interest rate exposure risks by using interest rate derivatives.

## **Module 1:**

**The foreign exchange market** - structure and organization, Exchange rate determination and forecasting, setting the equilibrium spot exchange rate, Theories of exchange rate determination (Purchasing power parity theory, balance of payments theory, Fisher effect).

## **Module 2:**

**Mechanics of currency trading**-types of transactions and settlement dates-exchange rate quotations, Arbitrage - with & without transaction costs- swaps

and deposit markets-option forwards- forward swaps & swap positions, Interest rate parity theory (Covered Interest Arbitrage), Exchange rate forecasting,

### **Module 3:**

**Currency & Interest rate futures** - Future Contracts, Markets & trading process, future prices spot & forward, Hedging & speculation with currency futures-interest rate futures-foreign currency options- option pricing models, hedging with currency options, Futures Options – Innovations

### **Module 4:**

**Foreign Exchange risk management**-hedging, speculation, Management of transaction exposure - using forward markets for hedging, hedging with money market, currency options and currency futures, Internal Hedging strategies-speculation in foreign exchange & money markets.

### **Module 5:**

**Management of Interest rate exposure**-nature & measurement, Forward rate agreements (FRAs), Interest rate options, caps, floors and collars, cap & floors, Options on interest rate futures, some recent innovations-financial swaps.

## **COURSE OUTCOMES:**

After completion of the course the students will be able to

1. Illustrate the fundamental roles of Foreign exchange market and determination of foreign exchange rate as implications of Fisher effect.
2. Compare and contrast the settlement of transactions in spot and futures and options market.

3. Justify the use of currency and interest futures and options transactions for the purpose of speculations and hedging in Forex market.
4. Devise strategies of hedging and speculation against the each type forex exposure risks by using money market instruments and currency derivatives.
5. Develop the strategies of hedging against the each type interest rate exposure risks by using interest rate derivatives.

### **BOOKS FOR REFERENCE:**

1. Apte, P.G: International Financial Management, Tata McGraw Hill, New Delhi.
2. Madura, Jeff: International Financial Management, Cengage Learning, New Delhi.
3. Shapiro Alan, C: Multinational Financial Management, Prentice Hall, New Delhi.
4. Jeevanandam: Foreign Exchange – Practice, Concepts & Control, Sultan Chand & Sons.

## **P424IB302: INTERNATIONAL MARKETING**

### **COURSE OBJECTIVE:**

This course equips students with comprehensive knowledge and skills in international marketing management. It covers various aspects, including the steps involved in the international marketing management process within the framework of E.P.R.G. It delves into understanding the international marketing environment, segmentation, and factors influencing consumer buying behavior. Students analyze and compare International Product and Pricing Strategies adopted by selected MNCs and develop proficiency in devising international promotion mix and distribution channels for hypothetical or real MNCs. Additionally, the course explores the applicability and implications of recent trends in international marketing on global markets, providing students with a holistic understanding of the subject.

### **Module 1: Introduction to International Marketing**

Meaning, nature and importance of international marketing- International marketing orientation-EPRG Framework- The International Marketing Management Process- International Market Entry Strategies: Exporting, licensing, Contract Manufacturing, Joint Venture, Merger and Acquisition, Franchising, Wholly Owned Subsidiaries Aboard, Strategic Alliances – International marketing research- Instruments of trade policy- Tariff and non-tariff barriers – TRIPS and TRIMS-Countertrade.



## **Module 2: International Marketing Environment and Segmentation**

International Marketing Environment- PESTEL Analysis- International Market Segmentation and Positioning- Screening and Selection of Markets.

## **Module 3: International Consumer Behavior and Socio-Cultural Influences**

Consumer behavior across international borders- Factors affecting global consumer behaviour- Socio-Cultural influences: meaning, characteristics, forms, Issues of cross-cultural segments- Hofstede's cultural typology.

## **Module 4: International Product and Pricing Strategies**

Product Designing: Standardization Vs. Adaptation- Managing product lines- International Product Life Cycle- New Product Development- Pricing for international markets- Factors affecting international price determination- Price quotations - Terms of sale: INCOTERMS.

## **Module 5: International Distribution and Promotion**

Distribution Channel Strategy – International Distribution Channels- Roles and Functions- Selection and Management of Overseas Agents- International Distribution Logistics- Planning for Trade Fairs and Exhibitions - International Retailing – Retail formats- Issues of international retailing in different markets- International Promotion strategies- Integrated Marketing Communication in globalization.

## **Module 6: Emerging Trends in International Marketing**

Sustainable marketing- Cause related marketing- E-tailing: Types of E-tailers, benefits- Emergence and growth of E-Tailing in India- Online marketing in global markets- Digital

marketing- Social media marketing.

### **SKILL DEVELOPMENT-**

Upon course completion, students gain skills in:

1. Understanding strategic frameworks like E.P.R.G.
2. Analyzing international markets and segmentation.
3. Making informed decisions through product and pricing strategy comparisons.

### **COURSE OUTCOMES:**

After completion of the course the students will be able to

1. Illustrate the steps involved in International marketing management process in the context of E.P.R.G framework.
2. Understand international marketing environment and segmentation in the context to international marketing.
3. Examine the factors that influence the buying behavior of consumer in the International marketing context.
4. Compare and contrast the International Product and Pricing Strategies adopted by selected MNCs
5. Develop an International promotion mix and distribution channel of a hypothetical / real MNCs
6. Examine the applicability and implications of the use of recent trends in International marketing on global markets.

## **BOOKS FOR REFERENCE:**

1. Keegan, Warren J. (7th Edition). Global Marketing Management. Pearson Education , New Delhi.
2. Cateora, Philip R. and Graham John L. International Marketing. Tata McGraw- Hill Edition.
3. Dana-Nicoleta Lascu, International Marketing, Britantra.
4. Varshney, R. L. and Bhattacharya, B. International Marketing: An Indian Perspective. Sultan Chand, New Delhi.
5. Francis Cherunilam, International Marketing, Himalaya Publishing House.

## **P424IB303: PROJECT MANAGEMENT**

### **COURSE OBJECTIVE:**

The course will entail a thorough investigation into the feasibility of each project idea, evaluating its viability through situation analysis, demand forecasting, and financial projections. It will examine the criteria for project selection, encompassing both qualitative and quantitative factors. Additionally, students will assess financing options in terms of the targeted overall cost of capital and illustrate project planning and control using PERT and CPM methodologies. Through these integrated approaches, students will develop the skills necessary for strategic project evaluation, selection, and management in various organizational contexts.

### **Module 1: Introduction to Project Management**

Definition and importance of project and project management– Types of projects- Ten Knowledge Areas of Project Management- Project and Product lifecycle and phases-Overview of project management methodologies (e.g., Agile, Waterfall, Scrum, LEAN, Capability Maturity Model Integration, Six Sigma) - Introduction to green projects and sustainable development - Sustainable project management frameworks (e.g., LEED, BREEAM) - Environmental impact assessment and mitigation strategies, Project Structures - Organizational Culture and Implications.

### **Module 2: Project Initiation and Project Planning**

Project Initiation: Identification of investment opportunities- Conducting feasibility analysis- Market

and Demand analysis, Technical Analysis, Economic and Financial Analysis, Social Cost and Benefit Analysis, Identification of Sources of finance, Formulation of Detailed Project Report

Project Planning: Identifying project stakeholders - Planning resources- physical resources, human resources, financial resources - Developing project scope statement – project justification, specification, the Iron Triangle (Triple Constraints), limits, assumptions, technical requirements- Estimating time-Estimating cost-identifying cost elements, budget - Developing the project charter.

### **Module 3: Project Scheduling and Project Budgeting**

Critical Path Method (CPM) and Program Evaluation and Review Technique (PERT) - Resource allocation and leveling - Managing project constraints - Cost estimation techniques - Top-down, Bottom-up approaches, types of estimates, parametric estimates, contingencies and reserves-Budget development and control - Earned Value Management (EVM)- Planned value, earned value, and actual cost and schedule performance indices, Cost and schedule analyses.

### **Module 4: Project Risk Management**

Concept of uncertainty, positive and negative risk-identifying Project Risks (sources of risks) including secondary and residual risks–Qualitative and Quantitative Risk Analysis- Risk Response Planning – Cost Contingencies and reserves- Scheduling Buffers - Risk Response Strategies – Avoidance – Mitigation – Transfer – Acceptance - Contingency and Fallback Plans - Risk Monitoring and Control.

## **Module 5: Project Execution, Project Monitoring, Control and Closure**

Role of Project manager and project team- Team building and leadership - Acquiring, Developing and Managing High-performance Project Teams - Project Team Pitfalls – Managing project stakeholders - Procurement Management- Managing Inter-departmental Relations Contracting, Requesting Vendor Responses - Selecting Vendors - Contract Administration- Quality assurance and control -Performance measurement and reporting - Change management - Closure/ termination – Project completion and evaluation- Project review- Types of Project Termination – Strategic Implications-Termination Procedures.

## **Module 6: Future Trends in Project Management**

IT in projects- Overview of the Types of Software for Projects - Criteria for Software Selection - Major Features of Software to be considered depending on the industry or company requirements- Implementation of Project Management Information System-Agile project management methodologies - Hybrid project management approaches -Project management in virtual and distributed teams - Emerging AI technologies in project management - AI-driven project portfolio management - AI for agile and adaptive project management - Challenges and opportunities in AI adoption for project management.

## **SKILL DEVELOPMENT:**

### **1. Case Studies and Practical Applications**

2. Analysis of real-world project management scenarios
3. Group discussions and presentations
4. Exposure to MS Project

### **COURSE OUTCOMES:**

Students will develop skills in:

1. Conducting feasibility analysis for project ideas.
2. Justifying project viability through situation analysis, demand forecasting, and financial projections.
3. Examining qualitative and quantitative criteria for project selection.
4. Evaluating financing options based on the targeted overall cost of capital.
5. Implementing project planning and control using PERT and CPM methodologies.

### **BOOKS FOR REFERENCE:**

1. Project Management: The Managerial Process by Erik W. Larson and Clifford F. Gray
2. A Guide to the Project Management Body of Knowledge (PMBOK® Guide) by Project Management Institute (PMI)
3. Project Management for Dummies by Stanley E. Portny
4. "Agile Project Management: A Practical Guide to Agile Implementation" by Chuck Cobb
5. "Project Management: A Systems Approach to Planning, Scheduling, and Controlling" by Harold Kerzner

## **P424AR301: BANK MANAGEMENT**

### **COURSE OBJECTIVES:**

Students should be able to

1. Illustrate the structure of Indian Banking system and role of its regulatory bodies.
2. Relate the primary functions of bank with Risk, Treasury management and International clearing.
3. Evaluate the mode of computation of NPA in the context of revised guidelines of RBI and its implications on the overall financial performance of bank.
4. Justify the effect of service quality offered by banks in the wake of adoption of new banking technology ranging from banking distribution channel to information system security.
5. Examine the financial performance of bank by using ratio analysis with live financials.

### **Module 1:**

#### **Indian Banking System and Regulatory Authorities**

**Banking**-Definition and Evolution-Classification of Banking: Commercial Banking, Development banking, Cooperative banking, EXIM bank- structure and functions. Banker and Customer Relationship, know Your Customer (KYC) and Anti-Money Laundering (AML) guidelines.

Regulatory Authorities - Reserve Bank of India, - objectives and functions-Promotional Role- NABARD



and its functions – Securities and Exchange Board of India  
– Objectives and functions.

## **Module 2:**

**Banking Operations Management and International Clearing system** Risk Management - Definition- types of risks in Banks- Risk Management in Banks- Risk identification, measurement, mitigation- Credit Risk- Market Risk- Operational Risk- Basel Accord-capital adequacy. Balance Sheet Management - Understanding bank's balance sheet- components of assets and liabilities- RBI guidelines on Asset Liability Management (ALM)- Gap Analysis.

Treasury Management - Concepts and treasury functions: funding management-investment management-liquidity management- Debt instruments- Treasury bills, Money Market Instruments, Securitisation, Refinance and Rediscounting facilities -Derivatives

Regulations and compliance management - Banking Regulation Act, IT Act 2000-objectives and features. Cybercrimes and law, Money laundering process-PMLA Act

International clearing systems: CHIPS, CHAPS, Continuous Linked Settlement (CLS), SWIFT, Euroclear, Fedwire, Options clearing Corporation (OCC) - concept of Nostro and Vostro accounts

## **Module 3:**

**Management of NPA** non-Performing Assets- Meaning, causes -originating, internal and external , Special mention Accounts-SMA-0,SMA-1, SMA-2 , classification of assets-substandard, doubtful and loss

assets, Effect of NPA on profitability and liquidity, provisions for NPA, NPA Management- preventive and curative, CIBIL and CRISIL, calculations on Gross NPA and Net NPA(concept).

#### **Module 4:**

**Banking Technology** electronic Banking-CORE Banking - Distribution Channels-Electronic payment Systems-ATM-Internet Banking- Mobile Banking-Electronic Funds Transfer Systems-NEFT-RTGS- Point of Sales- IMPS-SWIFT- Global Developments in banking Technology- Impact of Technology on Banks-effect on Service Quality and on Customers - Information System Audit- Information System Security-preventive vigilance in Electronic Banking-Contemporary Issues in Banking Techniques – Analysis of Rangarajan Committee Reports – Banking Software

#### **Module 5:**

**Analysis and Interpretation of Key performance ratios of bank** Net profit Margin, Operating profit and operation expenses ratio, Return on assets, Return on Equity, interest income and Non-interest income ratios, interest expenses ratio and Net Interest Margin

#### **BOOKS FOR REFERENCE:**

1. Khan M.Y. (2018). Indian Financial System(Tenth edition), McGraw Hill Education (India) Private limited

2. Indian Institute of Banking and Finance (IIBF) (2019). Principles and Practice of Banking(3rd edition), Macmillan
3. Indian Institute of Banking and Finance (IIBF)(2018), Bank Financial Management, Macmillan
4. Neelam C. Gulati (2010). Principles of Banking Management, Excel Books
5. Indian Institute of Banking and Finance (IIBF) (2019). Accounting and Finance for Bankers(3rd edition), Macmillan
6. Indian Institute of Banking and Finance (IIBF) (2019). Legal and regulatory aspects(3rd edition), Macmillan
7. Dr. Nishikant Jha, Nirav Goda (2015). Financial Reporting Analysis, Himalaya Publishing House
8. C. Jeevanandam , Foreign Exchange Practice, concepts and control, Sultan Chand and Sons

### **SKILL DEVELOPMENT:**

(These activities are only indicative, the Faculty member can innovate)

- Chart showing the structure of Indian Financial System.
- Draft the application forms for validation of KYC norms
- Fill out an application for Bank Loan
- Compare and interpret of different banks financial statements
- Project on the technology adopted by different banks
- Procedure under Insolvency and Bankruptcy code
- Classify assets as per RBI guidelines using bank financial statements

- Compare different Reference rates such as T-bill rates, LIBOR, EURIBOR, SIBOR etc

### **COURSE OUTCOMES:**

After completion of the course the students will be able to

1. Illustrate the structure of Indian Banking system and role of its regulatory bodies
2. Relate the primary functions of bank with Risk, Treasury management and International clearing.
3. Evaluate the mode of computation of NPA in the context of revised guidelines of RBI and its implications on the overall financial performance of bank.
4. Justify the effect of service quality offered by banks in the wake of adoption of new banking technology ranging from banking distribution channel to information system security.
5. Examine the financial performance of bank by using ratio analysis with live financials.

## **P424MCE301: MANAGERIAL COMMUNICATION II**

### **COURSE OBJECTIVES:**

Students should be able to

1. Explain the role of cross-cultural communication in business in an intercultural business set up.
2. Justify the use of appropriate oral communication in the context of a small group communication.
3. Compare and contrast different modes of a business correspondence in writing.
4. Explain the role business etiquette and protocol as effective form of a managerial communication.

### **Module 1:**

**Cross Cultural Communication In Business** - Focus on the importance of culture in our everyday lives, and the ways in which culture interrelates with and effects communication processes. Understanding the concept of culture, Overcoming ethnocentrism, Recognizing cultural signs and improving Intercultural communication skills.

### **Module 2:**

**Effective Oral Communication:** (Small Group Communication)

- Small Group Interaction, Impromptu and Prepared Speeches, Tele conferencing, Video conferencing, Interview Skills, Group Discussions.

### **Module 3:**

**Business Writing And Creative Expression:** (Work place Messages & Employment Messages) - Email

writing (Netiquette), Memos, Minutes of a Meeting, Curriculum Vitae writing, Application Letters, Job-Inquiry Letters.

#### **Module 4:**

**Business etiquette & protocol** - Understand how business etiquette has evolved from its earliest days to today's modern concepts and why actions speak louder than words. Etiquette awareness : Cubicle etiquette, Dress etiquette, Business Etiquette, Handshake Etiquette, Guest Etiquette, Party Etiquette, Business dining Etiquette, Gift giving and International business etiquette.

#### **Methodology**

Role-Plays, Cases, Lectures, Individual & Group Exercises, Films, Presentations by Students and Videos.

#### **Evaluation**

Quiz, Assignments &

Presentation - 50% End Term

Exam 50%

#### **COURSE OUTCOMES:**

After completion of the course the students will be able to

1. Explain the role of cross cultural communication in business in an intercultural business set up.
2. Justify the use of appropriate oral communication in the context of a small group communication.
3. Compare and contrast different modes of a business

- correspondence in writing.
4. Explain the role of business etiquette and protocol as effective form of managerial communication.

### **BOOKS FOR REFERENCE:**

1. Eats, Shoots & Leaves (The Zero Tolerance Approach to Punctuation), Lynne Truss, Profile Books, Indian Edition: Viva Books, 2007.
2. The Power of Now, 1st Edition, Eckhart Tolle, Hodder Mobius, 2001.
3. I'm O.K., You're O.K., 1st Edition reprint, Dr. Thomas A. Harris, Harper Collins, 2004.
4. High School English Grammar & Composition, Revised Edition, Wren & Martin, edited by: Prof. Dr. N.D.V.Prasad Rao, S. Chand & Co. Ltd., 2006.
5. Advanced English Grammar, Revised Edition, Martin Hewings, Cambridge University Press, 2006.
6. Common Errors in English, 1st Edition, Prof.S.Jagadisan & Dr. N. Murugaian, Neelkamal Publications, 2002.
7. Concise Oxford Dictionary, 11th Edition, Edited by Catherine Soanes & Angus Stevenson, Oxford University Press, 2004.
8. Roget's Pocket Thesaurus, 10th Edition, Houghton Mifflin Harcourt, 2008

# **P424ST301: STATISTICAL TOOLS FOR DATA ANALYSIS (SPSS)**

## **COURSE OBJECTIVES:**

Students should be able to

1. Use Minitab for editing the data, sampling size selection and sampling error
2. Analyze the given data by using descriptive statistics tools
3. Use appropriate Parametric tool for testing the given hypothesis
4. Select appropriate Non-Parametric tool for testing the given hypothesis
5. Interpret the R & R Square value while using simple linear regression analysis
6. Develop appropriate graphs and charts for the presentation of data on the basis of given data/distribution

## **Module 1:**

### **Data Processing**

Data Reading, editing - Data interpretation - Sampling size selection and sampling error - Use of mini tab

## **Module 2:**

### **Analysis of Data**

Analytical and Descriptive Statistics: Measures of Central Tendency: Calculation of Mean, Median, Mode, Variance, Standard Deviation, Range, Sample



mean, Sample Variance, Sample S.D., Coefficient of Variation.

### **Module 3:**

#### **Parametric Hypothesis Testing**

One sample testing: Tests for mean and variance: z test, student's test, Chi square test and test for proportions. Two sample testing: Paired – comparison tests: Test the difference between two means (equal and unequal known variances), Test the difference between two means (equal and unequal unknown variances), Contingency table tests, and F test.

### **Module 4:**

#### **Non-Parametric Hypothesis Testing**

Mood's Median Test, Levene's test, Wilcoxon Signed Rank Test, Kruskal Wallis test, One way ANOVA test, Mann Whitney U test, Spearman Rank Correlation coefficient test.

### **Module 5:**

#### **Advanced Data Analysis Techniques**

Simple Linear Regression: Method of Least Squares, R and R<sup>2</sup> value interpretation.

### **Module 6:**

#### **Graphs and Charts**

7 Quality Control Tools/Graphical Methods For Data Interpretation: Histogram, Box and Whisker plots, Scatter plots, Run/time charts, Stem & Leaf diagram,

Probability plots, Frequency & Cumulative frequency curves. Probability Distributions: Binomial, Poisson and Normal Distributions.

**COURSE OUTCOMES:**

After completion of the course the students will be able to

1. Use Minitab for editing the data , sampling size selection and sampling error
2. Analyze the given data by using descriptive statistics tools
3. Use appropriate Parametric tool for testing the given hypothesis
4. Select appropriate Non-Parametric tool for testing the given hypothesis
5. Interpret the R & R Square value while using simple linear regression analysis
6. Develop appropriate graphs and charts for the presentation of data on the basis of given data/distribution

# **P415IB401: INTERNATIONAL LOGISTICS AND SUPPLY CHAIN MANAGEMENT**

## **COURSE OBJECTIVES:**

The students should be able to

1. Distinguish between the concept of international Logistics and international supply chain Management in value addition to a product and services
2. Compare and contrast the elements of international Logistics and international supply chain Management in value addition to a product and services
3. Examine the trends and advantages of Liner and tramp operations of sea transport industry in the context of supply chain management.
4. Determine the modality of shipping of goods by sea transport and Air transport under UN convention on code of conduct for linear shipping conferences

## **Module 1:**

**Concepts of Logistics** – Evolution – Nature and Importance – Components of Logistics Management – Competitive advantages of Logistics – Functions of logistics management – Principles – Logistics Network – Integrated Logistics system. Supply chain management – Nature and concepts – Value chain – Functions – Supply chain effectiveness – Outsourcing – 3PLs and 4PLs – Supply chain relationships – Customer services.

## **Module 2:**

**Elements of Logistics and Supply chain management**

- Inventory carrying – Ware housing – Material handling
- Order processing
- Transportation – Demand forecasting – Impact of forecasts on Logistics and Supply chain management – Performance measurements.

Transportation – Position of Transportation in Logistics and Supply chain management – Road, Rail, Ocean, Air, Transport Multi model transport – Containerization – CFS – ICDS – Selection of transportation mode – Transportation Network and Decision – Insurance Aspects of logistics.

### **Module 3:**

**General trends in shipping industry-** Characteristics of shipping industry – Linear operations and tramp operations – World sea borne trade and World shipping, the conference system, freight structure and practice.

Co-ordination – Role of intermediaries – Forward and clearing agents, Freight brokers, stevedores and shipping agents.

### **Module 4:**

**Shipper** – Ship owner consultation arrangements: The need, scope and machinery for consultations; types of consultation machinery All India shippers' council, Shippers associations and FIB and various standing committees set up for resolving shippers' problems, UN convention on code of conduct for linear shipping conferences.

International Air Transport: International setup for air transport

-Air Freight Rate – Air transport and PDM approach to

export distribution problems and prospects.

### **COURSE OUTCOMES:**

After completion of the course, the students will be able to

1. Distinguish between the concept of international Logistics and international supply chain Management in value addition to a product and services
2. Compare and contrast the elements of international Logistics and international supply chain Management in value addition to a product and services
3. Examine the trends and advantages of Liner and tramp operations of sea transport industry in the context of supply chain management.
4. Determine the modality of shipping of goods by sea transport and Air transport under UN convention on code of conduct for linear shipping conferences

### **BOOKS FOR REFERENCE:**

1. Supply Chain Logistics Management - Bowersox, Closs & Cooper – McGraw-Hill, 2nd Indian ed.
2. World Class Supply Management - Burt, Dobbler, Starling, TMGH, 7th ed.
3. Global operations & Logistics- Philippe - Pierre Dornier, John Wiley & sons Inc,
4. Douglas Long International Logistics: Global Supply Chain Management Springer- Verlag New York, LLC;2004

5. Philippe-Pierre Dornier, Panos Kouvelis, Michel Fender Global Operations and Logistics: Text and Cases Wiley, John & Sons, Incorporated 1998
6. Alan Branch Global Supply Chain Management in International Logistics Routledge 2007
7. Kent N. Gourdin Global Logistics Management: A Competitive Advantage for the New Millennium Blackwell Publishing 2006
8. SridharR. Tayur (Editor), Michael J. Magazine (Editor), RAM Ganeshan (Editor) Quantitative Models for Supply Chain Management Kluwer Academic Publishers 1998

## **P424IB402: SECURITY ANALYSIS & PORTFOLIO MANAGEMENT**

### **COURSE OBJECTIVE:**

This course equips students with essential skills in investment management. They learn about risk assessment, asset analysis, and portfolio construction. Through practical exercises, students evaluate investment avenues, conduct fundamental and technical analyses, and explore derivatives for risk management. They also delve into portfolio optimization techniques like Markowitz's efficient portfolios and the Sharpe single index model.

### **Module 1: Introduction**

Introduction to Securities & Investment - Concept, Investment Vs. Speculation, Arbitrage, Gambling, Investment Objective, Investment Process, Investment Constraints, Investment Strategy, Selection of Securities, Buying, Selling, & Holding Decisions & Strategies, Market Indices, Credit Rating & Agencies, Credit Rating & their Functions, Work & Operations.

### **Module 2: Risk and Return**

Risk & Return - Expected Return, Historical Return, Systematic & Unsystematic Risk, Beta Coefficient- (Solving problems using Excel), CAPM, SML & CML, Factor Model & Arbitrage Pricing Theory.

### **Module 3: Market Analysis**

Fundamental Analysis- Economic Analysis, Industry Analysis, Industry Life Cycle, Company Analysis, Measuring Earnings, Forecasting Earnings, Technical Analysis: Efficient Market Hypothesis, Dow Theory, Types of Charts, Price Patterns, Trend Lines, Trend

Channels, Support and Resistance Levels, Relative Strength Analysis, Moving Averages, Breadth of the Market, Volume, Momentum.

#### **Module 4: Financial Instruments**

Financial Instruments - Corporate Bonds, Government Bonds, Special Bonds, Measures of Bond Returns, YTM, HPR, CY, Bond Valuation, Duration of Bond. Preference Shares, Valuation Analysis, Equity Shares, Equity Valuation & Analysis, and Money Market Instruments.

#### **Module 5: Derivatives**

Derivatives - Financial Derivatives, Types of Derivatives, Exchange traded Derivatives, and OTC Derivatives, Futures Pricing, Types of Futures, Options, Option Types, Moneyness in Options, Intrinsic value and Time Value in Options, Pay-off in Options, Option Models (theory and problems), Hedging- Speculation (Option point of View), Swaps, Warrants & Convertibles(theory).

#### **Module 6: Portfolio Analysis**

Portfolio Analysis & Management - Risk & Return, Markowitz Model, Risk Return Optimization, Sharpe Portfolio Optimization, Portfolio Investment Process, Investment Timing & Evaluation, Portfolio Revision, Mutual Funds, Managed Portfolio & Performance.

#### **SKILL DEVELOPMENT-**

Students will gain skills in:

1. Investment management process from a financial advisor's perspective.
2. Calculating risk and return for portfolio construction.
3. Conducting fundamental, technical, and Efficient



Market Hypothesis analyses for decision-making.

**COURSE OUTCOMES:**

1. After completion of the course, the students will be able to
2. Illustrate the steps involved in the investment management process from the perspective of the financial advisor of the client.
3. Calculate the Risk and return of each avenue of investment (Financial Assets) for the construction of portfolios.
4. Conduct Fundamental Analysis, Technical analysis, and Efficient Market Hypothesis analysis to decide whether to buy sell, or hold financial assets.
5. Examine the profile of each avenue of investment of capital and Money market instruments
6. Use derivatives for speculation and hedging the risks of stock in the futures and options market
7. Construct an optimum portfolio by using Markowitz's efficient portfolios and Sharpe single index Model

**BOOKS FOR REFERENCE:**

1. Avadhani. V. A.: Security Analysis & Portfolio Management, Himalaya Publishing House.
2. Bhalla. V. K.: Investment Management, S. Chand
3. Fischer & Jordan: Security Analysis & Portfolio Management, Prentice Hall.
4. Prasanna Chandra: Investment Analysis & Portfolio Management, Tata McGraw Hill.
5. Vohra & Bagri, Futures and Options (With Cd), 2/E, McGraw-Hill Education (India) Pvt Limited

## **P415IB403: SAP (CRM)**

### **COURSE OBJECTIVES:**

The students should be able to:

1. Describe the role of SAP CRM marketing solution in meeting needs of customers across different segments in the Industry.
2. Examine the processing of data in ERP and SAP right from Login to Logout process Firm.
3. Justify the organizational management of Master data and its functions in SAP CRM.
4. Show the range of activities performed in the context of CRM sale and service.
5. Design the range of activities performed in the context of market channelization and scenarios.
6. Conduct the CRM analytics by using SAP CRM marketing solution

### **Module 1:**

SAP CRM is a marketing solution which can provide the complete understanding of the marketing concepts that can show case the needs of the customers across different segments in the industry.

### **Module 2:**

Introduction - Introduction to SAP, Overview of ERP and SAP, Login Process, Customization of screens, user creation, sending messages, technical and functional, logout process, SAP Services, Cooperative business scenarios, CRM Architecture, Component Integration.

### **Module 3:**

**Master Data and functions** -Organizational Management, Business Partner, Product catalogs, Warranty Management, Solution Database, Territory Management. Transactions, Date Management, Text Management, Pricing, credit management, multilevel categorization, funds management and claims management.

### **Module 4:**

**CRM Sales and Service-** Account Planning, Activity Management, Opportunity Management, Quotation and Order Management, Taxes and Rebate processing, Contract Management, Product Service letters, Web requests.

### **Module 5:**

**Marketing Channelization and Scenarios:** Web channel through B2B and B2C – ICSS Service- Internet Customer Self Service, Campaign Management, Segmentation, Lead to cash, Email worklist, Template designer, Survey tool.

### **Module 6:**

**CRM Analytics-**Embedded Competitor Analysis in Opportunity Management, Dash board on Home page, Applications and Case Studies regarding analytics.

### **COURSE OUTCOMES:**

After completion of the course the students will be able to

1. Describe the role of SAP CRM marketing solution

in meeting needs of customers across different segments in the Industry.

2. Examine the processing of data in ERP and SAP right from Login to Logout process Firm.
3. Justify the organizational management of Master data and its functions in SAP CRM.
4. Show the range of activities performed in the context of CRM sale and service.
5. Design the range of activities performed in the context of market channelization and scenarios.
6. Conduct the CRM analytics by using SAP CRM marketing solution

# **BUSINESS VALUATION USING EXCEL**

## **COURSE OBJECTIVE:**

This course offers a comprehensive understanding of business valuation principles and financial modeling techniques using Microsoft Excel. Students will learn how to analyze financial statements, forecast future performance, and apply valuation methodologies to make informed investment decisions. Practical exercises and real-world case studies will be used to reinforce learning and develop proficiency in Excel-based financial modeling and valuation.

### **Module 1: Introduction to Valuation, Financial Modeling, and Advanced Excel Functions**

Overview of business valuation concepts and financial modeling principles

Introduction to Excel tools and functions for financial analysis (Understanding the Ribbon, Formatting Cells, IF Function, AND Function, MONTH YEAR WEEKDAY WEEKNUM Functions, etc)

Advanced Excel functions for modeling (LOOKUP FUNCTIONS, INDEX-MATCH, WHAT-IF-ANALYSIS, etc.)

Data validation and error-checking techniques in Excel

### **Module 2: Preparing the Financial Statement**

Preparing the Financial Statements using Excel: Income Statement, Balance Sheet, and Cash Flow Statement

Ratio analysis and financial metrics using Excel for assessing company performance. (Sales revenue analysis, Break Even Analysis, Types of Ratio Analysis)

### **Module 3: Forecasting Financial Statements**

Techniques for forecasting a 3-statement model (Income Statement, Cash Flow, Balance sheet)

Building dynamic financial models in Excel for projections (Using Moving Averages, Data analysis, and Linear Regression)

### **Module 4: Discounted Cash Flow (DCF) Valuation**

Principles of DCF valuation and the concept of the time value of money

Estimating Intrinsic value, Market Value, Unlevered FCF (UFCF), Terminal Value (TV), Enterprise Value (EV).

Constructing DCF models in Excel and interpreting valuation outputs

### **Module 5: Relative Valuation Methods**

Comparable Company Analysis (CCA) and Precedent Transactions Analysis (PTA)

Identifying comparable companies and transactions for valuation benchmarks

Excel-based techniques for collecting and analyzing market data.

### **Module 6: Valuation Multiples and Market Comparable**

Understanding key valuation multiples (P/E, Forward P/E ratio, Justified P/E ratio, P/B ratio, Market to Book Ratio)

Calculating and interpreting multiples in Excel

**SKILL DEVELOPMENT:**

1. Students will excel in financial modelling using Excel, mastering advanced functions and scenario building.
2. Students will be able to interpret financial statements and conduct in-depth analysis to evaluate company performance.
3. Students will gain proficiency in equity research techniques, including revenue forecasting and valuation.

**COURSE OUTCOMES:**

After completion of the course the students will be able to

1. Demonstrate mastery in Excel tools for dynamic financial modelling and analysis.
2. Interpret financial statements for insightful analysis.
3. Be proficient in financial analytics, using key metrics to evaluate financial stability.
4. Possess advanced skills in equity research, suitable for roles in investment analysis.
5. Will be able to apply valuation methods effectively for strategic decision-making in finance and investment.

## **P124AR401: BUSINESS POLICY AND STRATEGIC MANAGEMENT**

### **COURSE OBJECTIVE:**

The course delves into the strategic management process, offering insights from the perspectives of top management and the board of directors. It illustrates the steps involved, including strategic analysis of stakeholders' expectations and formulation, examining the relationship between long-term external variables and strategy formulation. Students evaluate the implications of generic strategies on business firm performance and develop plans for resource allocation and organizational structure for strategy implementation. Additionally, the course explores the applicability of functional strategies in the context of corporate strategy and evaluates the effectiveness of corporate restructuring, cost reengineering, benchmarking, TQM, and Six Sigma in achieving desired strategic performance. Through these analyses, students gain a comprehensive understanding of strategic management practices and their impact on organizational success.

### **Module 1: Introduction to Strategic Management**

Strategic Management- Nature, Scope, Characteristics and Dimensions – Approaches to Strategic Decision Making, Strategic Management Process – Components of Strategic Management Model, -Policy & Strategic Management, Strategic Leadership-Strategic role of Board of Directors and Top Management-Strategic Implications of Social and Ethical Issues.



## **Module 2: Strategy Formulation**

Organizational Goals, Objectives, Vision, Mission and Social Responsibility - Analysis of Board Environment  
External Environment Factors: Economic, Social, Political, Economic, Social, Technological, Legal, Ecological, International, Industrial – Competitive Forces and Strategy-Industry Analysis (Michael Porter's Model) Analysis of Strategic advantage -Resource Audit- Value Chain Analysis- Core Competencies- SWOT Analysis- Analysis of Stakeholders Expectations.

## **Module 3: Strategic Analysis and Choice**

Strategic intent-Strategic Fit- Strategic gap analyses - Process of Strategic Choice- External Growth Strategies: Mergers, Acquisition, Joint Ventures, Franchising and Strategic Alliance-Competing in foreign markets- Evaluation of Strategic Alternatives - Porter's Generic Competitive Strategies- Product Port Folio Model (BCG Matrix)- GE Nine Cell Matrix.

## **Module 4: Strategy Implementation**

Implementation Issues- Planning and Allocating Resources – Financing Planning- Manpower Planning- Organizational Structures -Factors affecting choice of structure- Degree of Flexibility and Autonomy.

## **Module 5: Functional Strategies**

Marketing Strategy: Nature, Significance, Formulating Marketing Strategy- Production and Operational strategy: Need, Formulation of production and operational strategy-Research and Development (R&D) Strategy: Need, Formulating research and development strategy- Human Resource Strategy: Acquisition of human resources, motivation and maintenance of HR- Financial Strategy: Need, Financial objectives, Strategic

Financial Decisions.

### **Module 6: Strategic Review and Control**

Evaluating the Strategic Performance – Criteria and Problems –Concepts of Corporate Restructuring- Business Process Reengineering- Benchmarking, TQM, Six Sigma- Strategy Control-Strategic surveillance.

#### **SKILL DEVELOPMENT:**

1. Enhance skills in analyzing stakeholder expectations and external variables for effective strategy formulation.
2. Develop proficiency in evaluating generic strategies and planning resource allocation for strategic implementation.
3. Gain proficiency in implementing strategies and assessing the effectiveness of performance enhancement techniques such as corporate restructuring and quality management methodologies.

#### **COURSE OUTCOMES:**

After completion of the course the students will be able to

1. Illustrate the steps involved in Strategic Management Process from the perspective of Top Management and Board of Directors.
2. Examine the relationship between long term behaviour of variables of external environment and strategic analysis of stakeholders' expectations and Strategy formulations.
3. Evaluate the implications of five generic strategies from the performance of Business firm that have

adopted.

4. Describe a plan for allocation of necessary resources and choice of Organization structure to carry out implementation of Strategy.
5. Evaluate the implication and applicability of functional strategy in the context of corporate strategy.
6. Evaluate the Strategic performance and its applicability of Corporate Restructuring, Business Cost Reengineering, Benchmarking, TQM, and Six Sigma in achieving desired strategic performance.

### **BOOKS FOR REFERENCE:**

1. Crafting and Executing Strategy by Thompson, Strickland, Gamble and Jain – 14th Edition Tata McGraw Hill.
2. Strategic Management -Formulation, Implementation and Control by John A Pearce II, Richard B. Robinson Jr. 9th Edition (The McGraw Hill Companies)
3. Management Policy and Strategic Management (Concepts, Skills and Practices) By R. M. Srivastava, Himalaya Publishing House
4. Essence of Strategic Management –By Bowman, Cliff, Prentice Hall N. J.