

PARK'S COLLEGE (AUTONOMOUS) – TIRUPUR – 641605.

M.Com International Business

VISION

The School of Commerce provide Conducive environment for quality education. It is dedicated to integrate all facets of commerce to educate and train innovative and competent human resource globally suitable for industry, business and service sector and to equip and encourage them to start their own ventures in urban or rural areas. We are Introducing innovative teaching and learning models, with a strong base of scientific research methods at all levels of future nation builders..

MISSION

We always concentrate on providing accentuate quality education with a strong the foundation of business and commerce concepts for students to excel and enhance analytical skills essential in the field of commerce. We are dedicated to secure and deliver knowledge through teaching, research and extension; and to seek continuous improvement in the quality of education to remain globally competitive. Generating and providing resources and facilities to the faculty and the students for generating innovative ideas.

PROGRAMME OUTCOMES

On successful completion of M.Com.(International Business) program

PO1	Business Environment and Domain Knowledge demonstrate conceptual managerial knowledge across functional domains, advanced knowledge in the area of specialization with an integrative ability, awareness and relationship between business and its environments, both in national and global context.
PO2	Critical thinking, Business Analysis, Problem Solving and Innovative solutions (CBPI) demonstrate critical business thinking in core functional areas of business and the ability to take decisions with a holistic perspective.
PO3	Economic, Social and Environmental Sustainability; understand the impact of professional management solutions in societal, economic and environmental contexts, and demonstrate the knowledge and need for sustainable development.
PO4	Leadership and Teamwork function effectively as individual, a member or leader in diverse teams, in multidisciplinary settings.
PO5	Entrepreneurial Perspective: Identify assess and shape entrepreneurial opportunities and evaluate their potential for business success
PO 6	Global Perspective: demonstrate a global outlook with the ability to identify aspects of global business and cross-cultural understanding
PO 7	Independent and life-long learning: achieve higher levels of proficiency and self-actualization through the pursuit of life-long learning.
PO 8	To provide knowledge an accounting and customs with their empirical business.
PO 9	Apply critical and analytical research skill evaluate the challenging problems.
PO 10	Adapt to sustain I the challenging era.
PO 11	Learners will be able to prove their proficiency with the ability to engage in export trade.
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Program Specific Outcomes (PSOs)

After the successful completion of the M.Com.(International Business) program, the students are expected to

PSO1	Undertake a research work with specializations
PSO2	Use software tools to carry out a specified financial analysis of a business application
PSO3	Apply the knowledge gained during the course of the program to solve the real time problems in import and export
PSO4	Meet the needs of industry 4.0
PSO5	Communicate effectively with professionals

**Scheme of Curriculum for M.Com.(International Business)
based on CBCS (2022-23 Batch and Onwards)**

Course Name	Course Outcomes
GLOBAL BUSINESS ENVIRONMENT	<p>CO1: Recall the national physical environment and its impact on international business..</p> <p>CO2: Explain the complex business environment with international business perspectives by applying and establish the strategies with ethical and social values to achieve the market share for their establishment for longer period.</p> <p>CO3: Identify the impact of the legal environment and its application in international business to attain the business to attain the business prospective towards national building.</p> <p>CO4: Examine the effective use of world resources with social, cultural and ethical background.</p> <p>CO5: Evaluate the environmental protection and economics policies to offer valuable solution for sustainability</p>
INTERNATIONAL MARKETING MANAGEMENT	<p>CO1 : Explain the applications of marketing .</p> <p>CO2: Identify the skill sets required in marketing</p> <p>CO3: Examine the various functions of International Marketing</p> <p>CO4 : Determine the various Marketing areas</p> <p>CO5: Remember the concepts of Global Marketing</p>
MANAGERIAL ECONOMICS	<p>CO1: Explain the applications of marketing .</p> <p>CO2 : Identify the skill sets required in marketing</p> <p>CO3: Examine the various functions of International Marketing</p> <p>CO4 : Determine the various Marketing areas</p> <p>CO5: Remember the concepts of Global Marketing</p>
FINANCIAL ACCOUNTING	<p>CO1 : Explain the concepts of Single Entry system and Royalty Accounts</p> <p>CO2 : Analyse the calculation of Interest and Instalment amount under Hire Purchase System and Instalment Purchase System.</p> <p>CO3: Prepare the Departmental Accounts and Branch Accounts.</p> <p>CO4: Prepare the Insolvency accounts</p> <p>CO5 : Explain the concept of Human Resource Accounting</p>

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ELECTIVE - I DOMESTIC LOGISTICS	<p>CO1: Recall different type of vehicles and vehicle body.</p> <p>CO2 :Evaluate the indifferent types of costing system in domestic logistic</p> <p>CO3: Explain the concepts of driver licensing</p> <p>CO4 :Illustrate the concepts of documentation</p> <p>CO5:Assess the vehicle routing & solving scheduling issues.</p>
ELECTIVE - I CHARTERING AND SHIP BROKING	<p>CO1:Recollect the nature, principles and terminology of Chartering</p> <p>CO2 :Explain importance of brokers in chartering and their functions</p> <p>CO3: Examine various type of charters</p> <p>CO4 :Evaluate Freight and hire calculations</p> <p>CO5 :Analyze Individual rights, responsibilities and liabilities</p>
ELECTIVE –I : INTERNATIONAL SHIPPING AND LOGISTICS	<p>CO1: Recollect the nature of Indian contract act and its types</p> <p>CO2:Illustrate the role of consideration in valid contract</p> <p>CO3:Explain the difference between valid, void and voidable con</p> <p>CO4: Recollect Regulations relating to cargoes, dangerous and Hazardous cargoes</p> <p>CO5: Evaluate the documentation procedure</p>
INTERNATIONAL TRADE PROCEDURE	<p>CO1:Recall the terms used in International business such as licensing procedure</p> <p>CO2:Demonstrate the role of registered exports, export oriented units</p> <p>CO3:Apply the skill in connection with license duty trade control capital goods under EPCG scheme used in foreign trade</p> <p>CO4:Analyse the role of warehousing in connection with in ports, NRI norms, free trade zones, customs procedures and customs duty and RBI regulations relating to letter of credit.</p> <p>CO5:Evaluate the activities refereeing the past cases relating to international trade procedures</p>

Course Name	Course Outcomes
<p align="center">LOGISTICS & SUPPLY CHAIN MANAGEMENT</p>	<p>CO1:Remember the marketing concepts and its application in logistics management</p> <p>CO2 :Appraise the practical aspects in logistics management</p> <p>CO3 :Analyse the logistics strategies to promote the product</p> <p>CO4 :Apply the strategies to be adopted in logistics management</p> <p>CO5 :Adapt a good logistics strategies to apply the strategy</p>
<p align="center">FOREIGN EXCHANGE MANAGEMENT</p>	<p>CO1 :Analyse the Foreign Exchange Transactions</p> <p>CO2 :Evaluate authorized dealers in nationalized</p> <p>CO3 :Remember the Foreign exchange risk and exposure</p> <p>CO4 :Make use of Inter Bank Deals- cover deals trading</p> <p>CO5 :Explain the concept of Foreign Exchange Management</p>
<p align="center">COST AND MANAGEMENT ACCOUNTING</p>	<p>CO1:Select the appropriate tools for managerial decision making</p> <p>CO2 :Construct cost sheet and apply various techniques using marginal costing technique for managerial decision making</p> <p>CO3:Illustrate the preparation of Funds flow and /cash flow statement</p> <p>CO4 :Evaluate the BEP</p> <p>CO5:Analyse the techniques to prepare different types of budgets</p>
<p align="center">CORE LABORATORY I- COMPUTER APPLICATION IN COMMERCE</p>	<p>CO1:Recollect the fundamentals concepts of MS Office and Internet</p> <p>CO2 :Accomplish projects utilizing business theories, Internet resources and computer technology</p> <p>CO3 :Work with simple design and development tasks for the main types of business information systems</p> <p>CO4 :Achieve hands-on experience with productivity/application software to enhance business activities.</p> <p>CO5:Assess working with spreadsheets .</p>

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<p align="center">ELECTIVE - II INDIAN STOCK EXCHANGE</p>	<p>CO1:Describe Indian stock exchanges and securities exchange board of India</p> <p>CO2 : Classify and regulate the trading transactions with proper rules and regulations</p> <p>CO3 :Explore activities of the investors of stock exchange</p> <p>CO4 :Determine the securities contracts regulation act and important provisions related to SEBI functions workings</p> <p>CO5: Examine various basic concepts of internet stock trading features</p>
<p align="center">ELECTIVE – II ENTREPRENEURSHIP AND SMALL BUSINESS MANAGEMENT</p>	<p>CO1 : Understand the significance of entrepreneurship for economic development of the country.</p> <p>CO2 : Able to analyze micro and macro factors influencing Entrepreneurship</p> <p>CO3 : Gain Knowledge on legal procedure for setting up of the enterprises and understand the preparation of projects formulation</p> <p>CO4 : Acquire knowledge on central and state governments’ schemes to start-up and existing enterprises Motivation to become entrepreneurs</p> <p>CO5: Motivation to become entrepreneurs</p>
<p align="center">ELECTIVE – II FINANCIAL MARKETS AND INSTITUTIONS</p>	<p>CO1: Describe Indian Financial System and securities Exchange board of India.</p> <p>CO2 : Classify Small Savings, Provident Funds, Unit Trust of India and Mutual Funds</p> <p>CO3 : Explore activities of non-financial banking</p> <p>CO4 : Assess about various investment information and credit rating agency</p> <p>CO5:Identify about various financial institutions and related to its working and functions</p>
<p align="center">EXPORT MARKETING</p>	<p>CO1:Knowledge about basic principle of export marketing.</p> <p>CO2 :Familiar with the export marketing</p> <p>CO3 :Understand the planning and policies ensure safe entry in the foreign market</p> <p>CO4 :Knowledge about Import Policies, Benefits and Methods</p> <p>CO5 :Understand Export Procedures and Documents</p>

Course Name	Course Outcomes
<p align="center">BUSINESS RESEARCH METHODS</p>	<p>CO1: Explain the range of quantitative and / or qualitative research techniques to business and management problems / issues</p> <p>CO2 : Organize and conduct research in a more appropriate sampling method manner.</p> <p>CO3 : Make use of the necessary critical thinking skills in order to evaluate different statistical tools used in research.</p> <p>CO4 : Interpret the data analysis in relation to the research process by testing hypothesis.</p> <p>CO5 : Write a research report and thesis.</p>
<p align="center">INTERNATIONAL FINANCIAL MANAGEMENT</p>	<p>CO1: Explain the important concepts of international financial management</p> <p>CO2 : Discover how the international capital markets, foreign exchange markets, and the derivatives market can be used to manage transaction and operating risks facing the multinational firm.</p> <p>CO3 : Identify methods of financing international operations and strategies for foreign direct investment and alternative methods.</p> <p>CO4 : Examine with the role of IMF and World Bank.</p> <p>CO5: Demonstrate basic understanding of how to use foreign exchange derivatives and other techniques to manage foreign exchange exposures of firms.</p>
<p align="center">EXPORT-IMPORT FINANCE</p>	<p>CO1: Remember the source of finance such as long term , medium term and short term</p> <p>CO2: Examine various procedure for pre shipment and pro shipment procedure.</p> <p>CO3: Explain various method of payment for import business.</p> <p>CO4 : Evaluate different procedure for getting long-term finance</p> <p>CO5: Implements Export import practices</p>
<p align="center">CUSTOMS LAW AND PROCEDURE</p>	<p>CO1: Nature, Scope of Central Excise and General Procedures of Central Excise</p> <p>CO2: Role of Customs in International Trade Import of Cargo and Personal Baggage.</p> <p>CO3: Customs Clearance Procedure for Home Consumption and Warehousing</p> <p>CO4: Provisions Relating to Interstate Sales and Purchases of Import & Exports out of India</p> <p>CO5: Case Studies related to Customs Law and Procedure</p>

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<p align="center">ELECTIVE - III INDIA'S INTERNATIONAL TRADE</p>	<p>CO1: Identify the basic difference between inter-regional and international trade</p> <p>CO2 :Apply the legal framework in the real life businesses related to foreign trade regulations in India.</p> <p>CO3:Evaluate India's international trade performance about its objectives and principles.</p> <p>CO4 :Identify various concepts related to imports related to law of protection their rights</p> <p>CO5 :Discover more about global trades and developing countries and major problems faced by sectors.</p>
<p align="center">ELECTIVE - III EXPORT AND IMPORT PROCEDURE</p>	<p>CO1 :Recall the export and import licensing procedure</p> <p>CO2 :Explain the functions of export and import promotion council</p> <p>CO3:Analyse the knowledge about customs procedure</p> <p>CO4:Evaluate the trading procedure</p> <p>CO5:Apply the export and import procedure for the given project</p>
<p align="center">ELECTIVE – III PRINCIPLES OF INTERNATIONAL TRADE</p>	<p>CO1:Remember the major models of international trade and be able to distinguish between them in terms of their assumptions and economic implications</p> <p>CO2 :Apply the principle of comparative advantage and its formal expression and interpretation within different theoretical models</p> <p>CO3: Discuss the theory of international trade as well as international trade policy and to demonstrate the relevance of the theory</p> <p>CO4 :Analyze the various international investments and its limitations, factors affected by investment Indian companies</p> <p>CO5:Explain concepts based on multinational corporation and about the globalizations</p>
<p align="center">INTERNATIONAL ECONOMICS</p>	<p>CO1:Recollect the terminologies in international trade and international trade theories.</p> <p>CO2: Explain the balance of payment and its impact on Indian economy.</p> <p>CO3:Identify the unilateral, bilateral and multilateral trade.</p> <p>CO4 :Analyze the impact of Foreign Economic Policies in Indian economy.</p> <p>CO5 :Assess the various International liquidity and impact of Devaluation</p>
<p align="center">ELECTIVE – IV STRATEGIC MANAGEMENT</p>	<p>CO1: Remember the concepts of Strategic management</p> <p>CO2 :Evaluate the SWOT Analysis-TOWS Matrix.</p> <p>CO3 :Analyse the form of business environment.</p> <p>CO4 :Apply the Business Strategy into practices.</p> <p>CO5 :Evaluate Balanced score card.</p>

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<p align="center">ELECTIVE – IV INTERNATIONAL BUSINESS RELATIONS</p>	<p>CO1: Remember the concepts of International relations and its elements.</p> <p>CO2 :Demonstrate role of International relations and International Politics in Indian economy.</p> <p>CO3:Apply the nature and content of international law.</p> <p>CO4 :Examine the evolution of international organization and regional grouping.</p> <p>CO5 :Evaluate the impact of Foreign Economic Policies in Indian economy.</p>
<p align="center">ELECTIVE – IV INDIRECT TAX LAWS</p>	<p>CO1 :Explain the principles and provisions of GST</p> <p>CO2 :Identify the Role of customs in international trade.</p> <p>CO3 :Analyze the Customs clearance procedure for home consumption.</p> <p>CO4 : Evaluate the principles of Customs Law.</p> <p>CO5: Understanding of the basic concepts of foreign trade policy</p>