

BHARATHIAR UNIVERSITY: COIMBATORE-641 046**B.Com (INTERNATIONAL BUSINESS)****(For the students admitted during the academic year 2022-23 and onwards)****SCHEME OF EXAMINATION - CBCS PATTERN**

Part	Study Components	Course Title	Ins. hrs / week	Examinations				Credits
				Dur.Hr	CIA	Marks	Total	
SEMESTER -I								
I	Language-I		6	3	50	50	100	4
II	English-I		6	3	50	50	100	4
III	Core I - Principles of Accounting		5	3	50	50	100	4
III	Core II- Business Organisation and Office Management		5	3	50	50	100	4
III	Allied Paper I – World Economic Resources		6	3	50	50	100	4
IV	Environmental Studies #		2	3	-	50	50	2
Total			30		250	300	550	22
SEMESTER-II								
I	Language-II		6	3	50	50	100	4
II	English-II		4	3	25	25	50	2
	Language proficiency for employability Naan Mudhalvan Scheme http://kb.naanmudhalvan.in/Bharathiar_University_(BU)		2	3	25	25	50	2
III	Core III - Financial Accounting		5	3	50	50	100	4
III	Core IV - Principles of Marketing		5	3	50	50	100	4
III	Allied Paper II - International Trade Procedures and Documentation		6	3	50	50	100	4
IV	Value Education - Human Rights #		2	3	-	50	50	2
Total			30		250	300	550	22
SEMESTER-III								
I	Language-III		6	3	50	50	100	4
III	Core V - Higher Financial Accounting		6	3	50	50	100	4
III	Core VI - Commercial Law		5	3	30	45	75	3
III	Core VII - Banking and Foreign Exchange		5	3	30	45	75	3
III	Allied : III - Mathematics for Business		4	3	30	45	75	3
IV	Skill based Subject -1 : Business Application Software-I		2	3	30	45	75	3
IV	Tamil @ / Advanced Tamil # (or)Non-Major Elective-I Yoga for Human Excellence # / Women's Rights # Constitution of India #		2	3	-	50	50	2
Total			30		220	330	550	22
SEMESTER-IV								
I	Language-IV		6	3	50	50	100	4
III	Core VIII - Corporate Accounting-I		6	3	50	50	100	4
III	Core IX - Business Taxation		4	3	50	50	100	4
III	Core X - Executive Business Communication		3	3	30	45	75	3
III	Core XI - International Marketing Management		3	3	30	45	75	3
III	Allied : IV : Statistics for Business		4	3	30	45	75	3
IV	SkillbasedSubject-2 -Nan Mudhalvan – officeFundamentals http://kb.naanmudhalvan.in/Bharathiar_University_(BU)		2	3	25	25	50	2
IV	Tamil @ / Advanced Tamil # (or) Non-major elective - II: General Awareness #		2	3	-	50	50	2
Total			30		265	360	625	25

		SEMESTER –V					
III	Core XII - Logistics Management	4	3	30	45	75	3
III	Core XIII - Corporate Accounting- II	6	3	50	50	100	4
III	Core XIV – Brand Management	4	3	30	45	75	3
III	Core XV - Cost Accounting	4	3	50	50	100	4
III	Core XVI - Income Tax Law and Practice	5	3	50	50	100	4
III	Elective-I :	4	3	50	50	100	4
IV	Skill based Subject-3 : Business Application Software-II	3	3	30	45	75	3
		Total		30	290	335	25
		SEMESTER –VI					
III	Core XVII - Management Accounting	6	3	50	50	100	4
III	Core XVIII - Principles of Auditing	6	3	50	50	100	4
III	Core XIX - International Business Strategy	5	3	30	45	75	3
III	Core XX- Computer application : MS power point ,MS access and tally 9.2 -practical II	3	3	30	45	75	3
III	Elective -II:	4	3	30	45	75	3
III	Elective-III:	4	3	30	45	75	3
IV	Skill Based Subject-4– Naan Mudhalvan – Fin Tech Course – 2(Capital Markets/Digital Marketing/Operational Logistics) http://kb.naanmudhalvan.in/Bharathiar_University_(BU)	2	3	25	25	50	2
V	Extension Activities @	-		50	-	50	2
		Total		30	295	305	24
		GRAND TOTAL		180	1570	1930	140

\$ Includes 25% / 40% continuous internal assessment marks for theory and practical papers respectively.

@ No University Examinations. Only Continuous Internal Assessment (CIA) # No Continuous Internal Assessment (CIA). Only University Examinations.

List of Elective Papers (Colleges can choose any one of the paper as electives)		
Elective – I	A	Garment Merchandising
	B	Garment Costing
	C	Quality Assurance in Garment Industry
Elective - II	A	Supply Chain Management-I
	B	Supply Chain Management-II
	C	Cargo Management
Elective - III	A	Agricultural Export – import management
	B	Agricultural Logistics and Supply Chain Management
	C	Agricultural and Food Retailing

Note: The syllabi of B.Com. degree programme from the academic year 2022-23 and subsequent changes be followed in respect the remaining papers which are not furnished below.

Course code		L	T	P	C
Core- 5	Higher Financial Accounting	4			4
Pre-requisite	Basic knowledge in Accounting	Syllabus Version	2022-2023		
Course Objectives:					
The main objectives of this course are to:					
<ol style="list-style-type: none"> To provide insight about maintaining partnership accounts To promote understanding about maintaining books of accounts at the time of retirement To offer understanding about dissolution and insolvency of partnership To facilitate knowledge about individual insolvency and claims To promote knowledge about human resource and inflation accounting 					
Expected Course Outcomes:					
On the successful completion of the course, student will be able to:					
1	Understanding the basic concepts of partner and procedures related to calculation of ratios.				K2
2	Acquiring the principle at the time of retirement in the books of partner				K1
3	Analyzing dissolution and insolvency of firms and individuals.				K4
4	Evaluate the insolvency or loss of individuals or firms.				K5
5	Examine the concepts based on voyage, Human resource and inflation accounting.				K4
K1 - Remember; K2 - Understand; K3 - Apply; K4 - Analyze; K5 - Evaluate; K6 - Create					
Unit:1		15--hours			
Introduction- Admission of a Partner - Treatment of Goodwill - Revaluation of Assets and Liabilities - Calculation of Ratios for Distribution of Profits - Capital Adjustments.					
Unit:2		15--hours			
Retirement of Partner - Calculation of Gaining Ratio- Revaluation of Assets and Liabilities Treatment of Goodwill – Adjustment of Goodwill through Capital A/c only - Settlement of Accounts - Retiring Partner's Loan Account with equal Installments only.					
Unit:3		15--hours			
Dissolution - Insolvency of Partners- Garner Vs Murray- Insolvency of all Partners - Deficiency A/c - .Piecemeal Distribution - Proportionate Capital Method only.					
Unit:4		15--hours			
Insolvency of Individuals and Firms – Fire Claims : Normal Loss – Abnormal Loss					
Unit:5		13--hours			
Voyage Accounts - Human Resources Accounting and Inflation Accounting (Theory only).					
Unit:6	Contemporary Issues	2 hours			
Expert lectures, online seminars – webinars					
Total Lecture hours					75--hours

Course code		L	T	P	C
Core- 6	Commercial Law	4			3
Pre-requisite	Basic knowledge in Commercial Law	Syllabus Version		2022-2023	
Course Objectives:					
The main objectives of this course are to:					
<ol style="list-style-type: none"> To provide knowledge about basics of business contract To create knowledge about the regulations of agency system To understand the rules of indemnity and guarantee To offer knowledge about the sale and transfer of goods and the applicable laws and regulations 					
Expected Course Outcomes:					
1	Assessing the various elements related business law and contract				K5
2	Interpreting different type of contract and its features				K2
3	Explain about the agency system related to creation and termination of agency				K5
4	Compare between rights and duties of indemnity , guarantee				K5
5	Examine the distinct between sale and agreement to sell and its features				K4
K1 - Remember; K2 - Understand; K3 - Apply; K4 - Analyze; K5 - Evaluate; K6 - Create					
Unit:1					
15--hours					
Law – Meaning and objects – Mercantile law, meaning – Sources of contracts – Classification of contracts – Essentials of a valid contract – Offer, acceptance, legality of object and consideration – Void agreement.					
Unit:2					
15--hours					
Capacity to contract – Free consent – Quasi contracts – Contingent contracts – Performance of contract – Discharge of contract – Remedies for breach of contract.					
Unit:3					
15--hours					
Contract of Agency – Creation of Agency – Personal liability of an Agent – Agency by ratification– Conditions and effects – Termination of Agency.					
Unit:4					
15--hours					
Contract of indemnity and guarantee – Rights and Liabilities of surety – Discharge of surety – Bailment – Rights and Duties of bailor and bailee.					
Unit:5					
13--hours					
Law of sale of goods – Distinction between sale and agreement to sell – Conditions and warranties to sell – Conditions and Warranties – Transfer of Ownership – Transfer of title by Non-owners –Performance of contract of sale – Rights and Duties of buyer.					
Unit:6					
Contemporary Issues					
2 hours					
Expert lectures, online seminars – webinars					
Total Lecture hours					
75--hours					

Course code	TITLE OF THE COURSE	L	T	P	C
Core – 7	Banking and Foreign Exchange	4			3
Pre-requisite	Basic knowledge in banking and foreign exchange activities	Syllabus Version		2022-2023	
Course Objectives:					
The main objectives of this course are to:					
1. To understand the recent trends and innovations in banking sector					
2. To elaborate the functioning systems of banks in India					
3. To understand foreign exchange market					
4. To analyze foreign exchange risk and exposure					
Expected Course Outcomes:					
On the successful completion of the course, student will be able to:					
1	Illustrate the classifications of commercial banks, functions and credit creation				K1
2	Outline the general precautions, types of accounts				K2
3	Examine the concepts of negotiable instruments, promissory note				K2
4	Identify the knowledge and administration of foreign exchange				K3
5	Demonstrate the dealing position and foreign exchange risk				K4
K1 - Remember; K2 - Understand; K3 - Apply; K4 - Analyze; K5 - Evaluate; K6 - Create					
Unit:1					15--hours
Definition of banker and customer- general relationship- Special relationship- Evolution of commercial banks – functions of modern commercial banks – branch banking – CRM in banking – Multinational banking – customer service					
Unit:2					15--hours
Opening of an new account- General precautions- Types of accounts- Fixed deposits- savings account- Current account- Recurring deposits- special type of customers- Minor- Lunatic- drunkards- joint account- partnership account- Public limited company.					
Unit:3					15--hours
Negotiable instruments- meaning- characteristics- types- Bills of exchange- Essentials- Promissory note- essentials- Cheques- Essentials- Endorsement- Crossing of Cheques- Marking of Cheques.					
Unit:4					15--hours
Foreign exchange markets- Features- participants- Interbank transactions- Interbank quotations- Interbank rates and arbitraging- Interbank dealings- cover deals- trading- funding of vostro account.					
Unit:5					13--hours
Exchange management by banks- Dealing position- exchange position- cash position- Accounting and reporting- Foreign exchange risk management- Measuring of Value At Risk (VAR).					
Unit:6		Contemporary Issues			2 hours
Expert lectures, online seminars – webinars					
				Total Lecture hours	75--hours

Course code		L	T	P	C
	Business Application Software I	4			2
Pre-requisite	Basic knowledge in MS Word and MS Excel	Syllabus Version	2022-2023		
Course Objectives:					
The main objectives of this course are to: Understand the basic framework and how to work in Ms-Word and Ms-Excel.					
Expected Course Outcomes:					
On the successful completion of the course, student will be able to:					
1	To know the basics on MS Word				K2
2	To study formatting features in MS Word				K2
3	To understand the concept of mail merge				K2
4	To gain knowledge on excel operations				K2
5	To acquire knowledge on Managing and Analyzing Complex Worksheet				K2
K1 - Remember; K2 - Understand; K3 - Apply; K4 - Analyze; K5 - Evaluate; K6 - Create					
Unit:1		5--hours			
Microsoft Word: Basics - Creating Documents – Mouse, Keyboard Operations, Keys – Formatting Features–Menus, Commands, Toolbars and their Icons.					
Unit:2		5--hours			
Creating Templates, Creating Tables, Changing Font and Text Size, Borders and Shadings, Text box, Formatting, Insert picture.					
Unit:3		6 --hours			
Mail Merge - Creating the Main Document–Creating data source, Adding fields, removingfields–Merging Documents					
Unit:4		6--hours			
Microsoft Excel: Introduction – Navigation, Selecting Cells, Entering and Editing Text, Entering Numbers and Formulas – Alignments – Menus, Commands.					
Unit:5		6 --hours			
Spreadsheet Overview – Creating Worksheet- Managing and Analyzing Complex Worksheet–Creating Charts–Creating Form Templates.					

Course code		L	T	P	C
Core- 8	Corporate Accounting I	4			4
Pre-requisite	Basic knowledge in company accounts	Syllabus Version		2022-2023	
Course Objectives:					
The main objectives of this course are to:					
<ol style="list-style-type: none"> To provide basic understanding about the accounts relating to shares and debentures To analyze the final accounts of companies To explore various methods for the valuation of goodwill To assist preparation of books of accounts during liquidation of companies 					
Expected Course Outcomes:					
On the successful completion of the course, student will be able to:					
1	Explaining about the basic provisions towards issue of shares in market				K2
2	Understanding the concepts of debenture and its accounting				K2
3	Analyze the companies final accounts and Managerial Remuneration				K4
4	Estimating methods of goodwill and shares				K5
5	Examine various procedures related to liquidation of companies				K4
K1 - Remember; K2 - Understand; K3 - Apply; K4 - Analyze; K5 - Evaluate; K6 - Create					
Unit:1		12--hours			
Issue of shares : Par , Premium and Discount - Forfeiture - Reissue – Surrender of Shares – Underwriting					
Unit:2		12--hours			
Redemption of Preference Shares. Debentures – Issue – Redemption: Sinking Fund Method.					
Unit:3		12--hours			
Final Accounts of Companies - Calculation of Managerial Remuneration.					
Unit:4		12--hours			
Valuation of Goodwill and Shares – Need – Methods of valuation of Goodwill and Shares.					
Unit:5		10--hours			
Liquidation of Companies - Statement of Affairs -Deficiency a/c.					
Unit:6	Contemporary Issues	2 hours			
Expert lectures, online seminars – webinars					
	Total Lecture hours	60--hours			

Course code	TITLE OF THE COURSE			L	T	P	C
Core - 10	Business Taxation			3			3
Pre-requisite	Basic knowledge in tax			Syllabus Version	2022-2023		
Course Objectives:							
The main objectives of this course are to:							
1. To understand and applicability of business taxes in India							
2. To understand the working of custom law in India							
3. To impart the necessity of GST in India							
4. To inculcate knowledge about the Input tax credit , returns and refunds							
5. To gain knowledge about the customs act							
Expected Course Outcomes:							
On the successful completion of the course, student will be able to:							
1	Recall the various concepts relating to indirect tax regime in India						K1
2	Operate in GST platform						K4
3	Identify exempted supply and calculate the value of supply						K2
4	Prepare Input tax credit returns						K2
5	Examine the custom law import and export procedure and related duties and taxes						K4
K1 - Remember; K2 - Understand; K3 - Apply; K4 - Analyze; K5 - Evaluate; K6 - Create							
Unit:1							
8--hours							
Meaning of Tax and Taxation – Types of Tax – Direct and Indirect Taxes – Features – Problems – Merits and Limitations – Comparison of Direct and Indirect taxes – Constitutional Background of tax in India – Method of levying Indirect tax – Tax evasion and avoidance							
Unit:2							
9--hours							
Goods and Services Tax in India – Introduction – Conceptual framework of GST – Need for GST – Advantage of GST – Features of GST – Subsuming of Taxes – GST Council : Structure and Functions							
Unit:3							
8--hours							
Supply - Meaning – Taxable Supply – Types of Supply – Composite and mixed supply – Exempted supply – Time of supply of Goods and Services Place of Supply – Determinants of value of Supply – Transactions value – Valuation of services.							
Unit:4							
7--hours							
Input for tax credit – Eligibility and condition – Apportionment of Credit and Blocked credit – ITC reversal – Input service distribution credit –Exempted products – Returns – Introduction - Types of Returns.							
Unit:5							
11--hours							
Introduction to customs law in India: The Customs Act 1962 – The Customs Tariff Act 1975 – Basic concepts – Taxable event – Levy and Exemption from Customs duty - Methods of Valuation – Import and export procedure.							
Unit:6							
Contemporary Issues							
2 hours							
Expert lectures, online seminars – webinars							
Total Lecture hours							
45--hours							

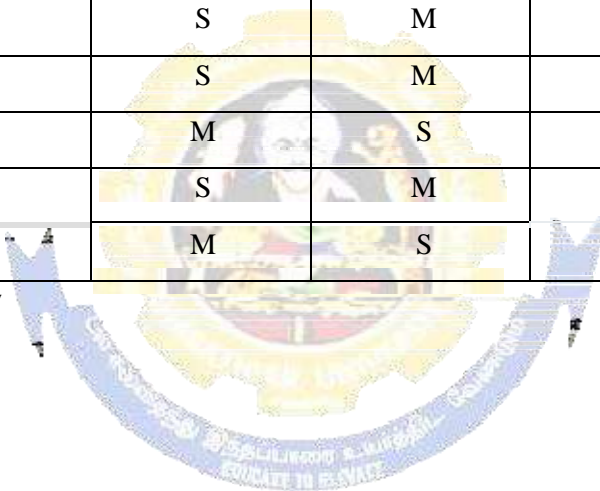
Course code		L	T	P	C
Core- 11	Executive Business Communication	3			3
Pre-requisite	Basic knowledge in Business Communication	Syllabus Version	2022-2023		
Course Objectives:					
The main objectives of this course are to:					
1. To provide information on effective business communication and techniques to respond to business queries.					
2. To provide knowledge about banking correspondence and company secretarial correspondence					
Expected Course Outcomes:					
On the successful completion of the course, student will be able to:					
1	Outline the importance of effective business communication				K2
2	Understand the intricacies of responding to business related queries				K2
3	Categorizing effective correspondence with banks, insurance and agencies				K3
4	Examine effective response to company secretarial correspondence				K4
5	Analyze new innovative and effective ideas for business communication				K4
K1 - Remember; K2 - Understand; K3 - Apply; K4 - Analyze; K5 - Evaluate; K6 - Create					
Unit:1					
				8--hours	
Business Communication : Meaning – Importance of Effective Business Communication- Modern Communication Methods – Business Letters : Need – Functions - Kinds - Essentials of Effective Business Letters - Layout.					
Unit:2					
				9--hours	
Trade Enquiries - Orders and their Execution - Credit and Status Enquiries – Complaints and Adjustments - Collection Letters – Sales Letters – Circular Letters.					
Unit:3					
				8--hours	
Banking Correspondence - Insurance Correspondence - Agency Correspondence.					
Unit:4					
				7--hours	
Company Secretarial Correspondence (Includes Agenda, Minutes and Report Writing)					
Unit:5					
				11--hours	
Application Letters – Preparation of Resume - Interview: Meaning – Objectives and Techniques of various types of Interviews – Public Speech – Characteristics of a good speech – Business Report Presentations					
Unit:6					
Contemporary Issues				2 hours	
Expert lectures, online seminars – webinars					
				Total Lecture hours	
				45--hours	
Text Book(s)					
1	Rajendra Pal Korahill , “Essentials of Business Communication”, Sultan Chand & Sons, New Delhi, 2006.				
2	Ramesh, MS, & C. C Pattanshetti , “Business Communication”, R.Chand&Co, New Delhi, 2003.				

Coursecode	TITLE OF THE COURSE			L	T	P	C
Allied Paper- I	WORLD ECONOMIC RESOURCES			6			4
Pre-requisite	Basic knowledge in economic resources			Syllabus Version	2022-2023		
Course Objectives:							
The main objectives of this course are to:							
5. Understand the basic concepts and importance of world resources.							
6. Impart knowledge on the geographical environment.							
7. Familiarize with agriculture and allied resources							
8. Apply the concepts of energy resources for economic development							
9. Identify the factors for location of industries.							
Expected Course Outcomes:							
On the successful completion of the course, student will be able to:							
1	Identify the importance of linkage between trade and resources.						K1
2	Exhibit the skills of the geographical environment.						K2
3	Evaluate the importance of natural regions and agricultural resources facilitating trade.						K2
4	Monitor the energy and mineral resources contribution towards global trade.						K3
5	Examine the setting up of manufacturing industries.						K4
K1-Remember;K2-Understand;K3-Apply;K4-Analyze;K5-Evaluate;K6-Create							
Unit:1							
						17--hours	
Resources: Concept and importance in development - Dynamic character of world resources- Natural resources and Human resources - Interlink between resources and trade.							
Unit:2							
						18--hours	
Geographical Environment- Physical environment: landforms, coastline, rivers, climate, soils, and natural vegetation. Human environment- Growth and distribution of population- races.							
Unit:3							
						17--hours	
Natural regions: Wet equatorial regions- Monsoon regions – Mediterranean regions cool temperature region-Green lands- Polar regions. Agriculture and allied resources: Factors affecting agriculture- types of farming- food crops, industrial crops-cash crops- animal resources- fishery resources- forest resources - direct and indirect benefits of forests- types and distribution of world forests.							
Unit:4							
						18--hours	
Energy Resources: Types of energy- energy and economic development- coal, petroleum, natural gas, electric power and atomic energy- need for conventional energy. Mineral Resources: Importance of minerals- classification- world distribution and trade in important minerals-Iron ore, Manganese, Copper, Aluminum, Mica.							
Unit:5							
						18--hours	
Manufacturing Industries: Factors of location- Theories of industrial location distribution of cotton textile, iron and steel, automobile, ship building, aircraft, and electronics industries, software industry.							
Unit:6							
Contemporary Issues						2 hours	
Expert lectures, online seminars – webinars							
Total Lecture hours						90 hours	

TextBook(s)	
1	Economic Geography- A Resource Approach: Gune and Chattergi.
2	Economic and Commercial geography : Das Guptha
ReferenceBooks	
1	World Resources and Trade : Kanna and Gupta
2	World Resources : Zimmermen
3	World Resources and Trade : Agarwal and Monga
RelatedOnlineContents[MOOC,SWAYAM, NPTEL, Websitesetc.]	
1	
2	
4	
CourseDesigned By:	

MappingCourseobjectivesand courseoutcomes					
	PO1	PO2	PO3	PO4	PO5
CO1	S	S	M	M	M
CO2	S	S	M	M	M
CO3	S	M	S	M	M
CO4	S	S	M	M	M
CO5	S	M	S	M	M

*S-Strong;M-Medium;L-Low

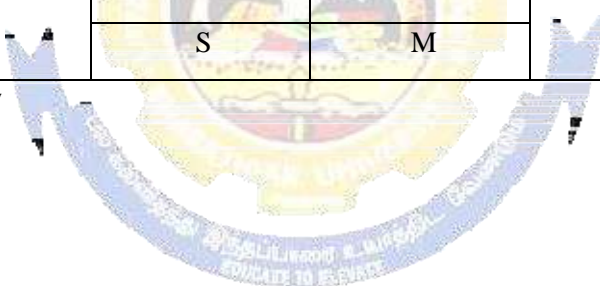


Coursecode	TITLE OF THE COURSE			L	T	P	C
Allied Paper II	INTERNATIONAL TRADE PROCEDURES AND DOCUMENTATION			6			4
Pre-requisite	Basic knowledge in Exports /Imports			Syllabus Version	2022-2023		
Course Objectives:							
The main objectives of this course are to:							
6. Understand the concepts of export trade control							
7. Familiarize the Inco terms							
8. Impart knowledge on export promotion in India							
9. Expose the exchange control regulations in International Trade							
10. Comprehend the export documents							
Expected Course Outcomes:							
On the successful completion of the course, student will be able to:							
1	Recall the various concepts relating to export trade control						K1
2	Analyze the Inco terms						K4
3	Apply the acquired knowledge to promote exports of India						K2
4	Assess the problems of India's EXIM trade.						K2
5	Prepare the export documents						K4
K1-Remember;K2-Understand;K3-Apply;K4-Analyze;K5-Evaluate;K6-Create							
Unit:1							
						17--hours	
Export Trade Control: Different categories of Exporters – Export licensing procedures and formalities – Export and Import Policy and Procedures – Preliminaries for doing export and import business - Pre-requisites: PAN Number, IEC Number, Application & Related documents for IEC, Role of DGFT.							
Unit:2							
						18--hours	
International commercial (INCO) terms - FOB, C & F, CIF etc- methods of payments, Customer complaints and Dispute settlement mechanism - Deemed exports and its benefits.							
Unit:3							
						17--hours	
Export promotion in India - Ministry of Commerce - Ministry of Finance - -Export promotion councils (EPCs) - Commodity Boards (CBs) - Development Authorities (DAs) - RCMC, other related procedures of registration, Categories of Importers, Different Custom Duties (Import), Customs administration and procedures – Clearance of Import cargo.							
Unit:4							
						18--hours	
Exchange Control Regulations: RBI Guide Lines for making payments, Authorized Dealers - Authorized Money Changers - FERA /FEMA - Trends in India's Export & Import - Problems of India's export and import trade.							
Unit:5							
						18--hours	
Export Documents: Export Order, Letter of Credit, Export Declaration Forms, Bill of Lading/Airway Bill, Shipping Bill, Certificate of Origin, Invoice, Packing list, GSP Certificate, Legalization of documents, Bank Certificate of Export & Realization.							
Unit:6							
Contemporary Issues						2 hours	
Expert lectures, online seminars – webinars							
Total Lecture hours						90 hours	

TextBook(s)	
1	Customs Law Manual, Centax Publications Pvt. Ltd., 2022 - Jain, R.K.
2	International Trade and Export Management- Cherunilam. F, 21 st Edition, Himalaya Publishing House, New Delhi, 2022
ReferenceBooks	
1	Ministry of Commerce and Industry, Hand Book of Procedures, Volume I and II GOI, New Delhi.
2	Guide to Export Policy, Procedures and Documentation – Mahajan
3	Business Logistics Management, PHI, 5 th Edition - Ballou. R. H.
4	International Trade, Pawan Kumar Oberroi, 2 nd Edition, Global Academic Publishers, New Delhi.
RelatedOnlineContents[MOOC,SWAYAM, NPTEL, Websitesetc.]	
1	
2	
4	
CourseDesigned By:	

MappingCourseobjectivesand courseoutcomes					
	PO1	PO2	PO3	PO4	PO5
CO1	S	S	M	M	M
CO2	S	M	M	S	M
CO3	S	M	S	M	M
CO4	S	S	S	M	M
CO5	S	S	M	M	M

*S-Strong;M-Medium;L-Low



ELECTIVES III A: AGRICULTURAL EXPORT-IMPORT MANAGEMENT

Unit-I:

Introduction to agriculture forms of agriculture production need for import and Export analysis of marketable surplus and marketed surplus analysis of import and export statistics of agricultural products in India.

Unit-II:

Overview of world agricultural trade issues impacting International agricultural trade agricultural policy technology advancement on agricultural products

Unit-III:

Identifying agri products for import import requirements- causes substitution regulation of imports quality standards - scanning the countries for importing the required agri products - import planning - documents required,

Unit-IV:

Identifying foreign markets for agri export Marketing plan for exports - export documents and procedure - terms of payment and export finance- legal dimensions.

Unit-V:

Institutional infrastructure for export promotion in India export assistance State trading in imports and exports -working of the State trading organizations in India.

Reference Books

1.Business Environment - Shaikh Salcem

2.Export Import Documentation- Thomas E Johnson

Global Agricultural Trade and Developing Countries - M.Atman Aksoy, John.C

ELECTIVE III B: AGRICULTURAL LOGISTICS AND SUPPLY CHAIN
MANAGEMENT

Unit-I

Overview of logistics: introduction nature concepts evolution - importance - components and functions of logistics management; Introduction to supply chain management Value chain -Supply chain effectiveness and Indian infrastructure outsourcing and 3PLs and fourth party logistics(4PLs).

Unit-II:

Elements of logistics and supply chain management: demand forecasting functionsofinventory warehousing and distribution centres - transportation protective packaging - order processing material handling with special reference to agri products.

Unit-III

Performance measurement of logistics and supply chain management -dimensions- basic tools impediments to improved performance; Logistic and supply chain management in Indian agri industry like edible oil industry sugar industry -bakery and confectionary industry cereal and pulses industry

Unit-IV:

Issues in marketing and customer service with special reference to agri business: changing environment and the importance of CRM - Gap analysis for customer service management efficient customer response planning for uncertainty - product costing for uncertainty.

Unit-V:

Logistics & Supply chain management and Information technology in agri business from vertical integration to virtual integration, transiting from made -to -stock to build-to-order integrated IT solutions for L&SCM - emerging technologies in L & SCM.

Reference Books

1.Agri business Supply Chain Management-N.Chandrasekaran, G.Raghuram2. Food Supply Chain Management and logistics - Samir Dani

ELECTIVES III C: AGRICULTURAL AND FOOD RETAILING

Unit-I:

Fundamentals of retailing-unorganised vs. organised retail elements of retail marketing mix - SWOT analysis of retail industry in India Retail formats and classification of retailer's relationship between agriculture and food retailing.

Unit-II:

Retail marketing in the modern age; Importance of e-commerce business environment for c-retailing - the digital age and the new global culture for retailing with special reference to food retailing in local - national and global context

Unit-II:

Retail strategic planning and operations management - evaluating the competition in retailing market selection and location analysis - customer services and retail selling with special reference to agri business.

Unit-IV:

Retail merchandising., merchandise selection and planning - range planning – category management; retail pricing: strategies and techniques with special reference to food retailing.

Unit-V

Retail brand positioning, differentiation gaining strategic competitive advantage promotion of retail brand - retailing and creating right atmosphere - ambience and interior & exterior environment with special reference to food retailing.

Reference Books

1. Economics of Food Retailing-Daniel. I Padberg
2. Fresh food retail chains in India - Sukhpal singh
3. Transformation of Agri food systems - Ellen.B. MC.Cullough.