



के रल के न्दय वयशयवयदयलय
CENTRAL UNIVERSITY OF KERALA

कवसरगोड / KASARAGOD

Department of Commerce and International Business

Proceedings of Board of Studies Meeting

Board of Studies meeting of the Department of Commerce and International Business, Central University of Kerala, Periyar, Kasaragod, was held on July 7th 2020, Tuesday, from 2 PM onwards through Google Meet. The internal members were present at the conference hall of Gangotri Block. The meeting was addressed by the honourable Vice Chancellor, Dr. G Gopakumar.

Members Present:

1. Prof Dr V Balachandran, Professor and Head, Department of Management Studies, Dean, School of Business Studies, Central University of Kerala.
2. Prof Dr N Ragavan, Department of Commerce, University of Madras, Chennai.
3. Prof Dr Mavoothu, Director, School of Management Studies, Cochin University of Science and Technology, Kochi.
4. Prof Dr B H Suresh, Department of Commerce, University of Mysore, Mysore.
5. Dr Antony Joseph, Manadan, XV/57, Nazareth Road, Aluva.
6. Mr K G Madhu, Managing Director, Ammini Group of Institutions, Papanamcode, Thiruvananthapuram.
7. Prof Dr E K Satheesh, Dean, Department of Commerce and Management, Calicut University, Kozhikode.
8. Prof Dr T Mallikarjunappa, Head (I/C), Department of Commerce and International Business.

Prof T Mallikarjunappa, HOD of the Department, welcomed the honourable Vice Chancellor and all the members who were present online for the BOS meeting. The honourable Vice Chancellor, Central University of Kerala, discussed the process that the CUK follows in revising the curriculum and urged all the members to contribute to make the best syllabus for the newly started Department of Commerce and International Business. This was followed by brief introduction of all the members. After the introduction of the members, the agenda for the meeting were taken up for discussion. The decisions of the different agenda are given below.

Agenda 1: Revision of the existing MCom curriculum.

Decision: The members had read the proposed syllabus and the regulations which were sent through mail and the discussion on the syllabus started with each member suggesting the changes to be made in the proposed syllabus. The proposed syllabus was presented for making the suggestions for revision. The HOD explained the revised syllabus and the need for the revision and invited members to contribute to enriching the course curriculum.

Agenda 2: Suggestion of the courses that could be continued and courses that can be added in the new syllabus.

Discussion: The following suggestions were put forward by the members:

Dr Antony Joseph suggested that International Business may be offered as Elective for MCom. More practical approaches like Registration Formalities to get I.C.C number from D.G.F.T, Modes of Entry into Global markets, F.T.P.Foreign Trade Policy, Incentives offered by Government, Institutional support by Government for Foreign trade, Payment Terms; L/C, D/P,D/A, Sale Terms – Quotations, FOB, CIF, Documentation , Insurance – Marine, Pre-shipment inspection, Quality Control, Processing of Export order should be incorporated in International Business, which would benefit the students in future. He has suggested a syllabus with 5 modules for the subject International Business.

Dr Antony Joseph suggested that the following topics may be included in the syllabus of:

1. Principles of Management – M.B.O, PERT, CPM, Major forms of business organizations.
2. Marketing Management – B2B Marketing, Industrial Marketing, Logistics & Supply Chain Management, Rural Marketing, Retail Marketing, Tele Marketing, Mobile Marketing, other digital forms and video platforms.

Dr B H Suresh suggested that syllabus should include the papers which are prescribed for NET. He also suggested eliminating elementary aspects from the subjects Advanced Management Accounting and QT for Decision Making.

Dr D Mavoothu offered the following suggestions:

1. Case studies to be discussed for the courses.

2. More inputs from Indian Epics (Mahabharatha and Ramayana) and value system can be used rather than the Western inputs in teaching the paper 'Corporate Governance and Business Ethics'.
3. The last two modules (IV AND V) in paper 'Corporate Governance and Business ETHICS' can be used for teaching Business Ethics and first three modules can be for Corporate Governance. He has suggested a detailed structure of IV and V module.

Dr. N Ragavan made suggestions for the following subjects;

1. International Financial Reporting Standards – He suggested that the disclosure and treatment matter should be given priority from learning perspective and all IFRS to be introduced.
2. Legal Framework for Business and Commerce – The legislative provisions of Competition Act , Insolvency and Bankruptcy Code, Prevention of Money Laundering Act, and Judicial Pronouncement to be included in the syllabus.
3. Principles and Practices of Auditing – To incorporate Standards on Auditing, Practical Audit situations, and Legislative provisions on auditing matters in the syllabus.

Decision: The board resolved to modify the course curriculum and the regulations and accept the same after incorporating the suggestions which the members could send after the meeting through email. The revised syllabus with the changes suggested by the members of the board could be sent to the university for further action.

Agenda 3: Addition of SWAYAM courses in the I, II and III semesters of MCom.

Decision: The board took note of the suggestions on the courses on SWAYAM that a student could opt. It was suggested that SWAYAM Courses to be offered at any time during the course duration but preferably in First, second and third semesters. The credits earned by the students in the SWAYAM should be incorporated into the grade sheet of the students.

Agenda 4: Any other matter of relevance.

The members made different suggestions on the way curriculum could be structured.

1. Number of units for the elective papers to be reduced to four.
2. In the subject Marketing Management, more practical aspects need to be incorporated.
3. Students should be made familiar with the online recruitment sites and profile creation in such sites, by including it under the subject Human Resource Management.

4. MSME website and its importance to be highlighted in the subject Entrepreneurship Development.
5. Dr B H Suresh made a suggestion connected with the regulations. He pointed that the rules relating to the failure of students in any exam and re-conduct of exam is not clear in the regulations. The HOD clarified that these are governed by the CBCS regulations of the CUK. Another point was that in his opinion the Vice Chancellor should have the power to modify the regulations or to solve a problem any time but not only up to three years. The suggestion is accepted and the relevant clause has been changed to incorporate this suggestion

It is resolved to revised the course curriculum and send it to the university for further action.

Sd/-

Prof Dr V Balachandran

Sd/-

Dr B H Suresh

Sd/-

Prof Dr N Ragavan

Sd/-

Dr Antony Joseph

Sd/-

Prof Dr E K Satheesh,

Sd/-

Mr,K G Madhu

Sd/-

Prof Dr Mavoothu

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Prof Dr T Mallikarjunappa,

(Chairman)

MCM5203

INTERNATIONAL BUSINESS

Course Code	MCM5203	Semester	II
Course Title	<i>INTERNATIONAL BUSINESS</i>		
Credits	4	Type	Core

This course shall have 3 lecture hours, 2 practicals, 1 tutorial.

This is a Skill based, employability based, and entrepreneurship skill based course.

Course Objective

This course will provide students with the knowledge, skills, and abilities to understand the global economic, political, cultural and social environment within which firms operate. It will examine the strategies and structures of international business and assess the special roles of an international business's various functions and also helps to prepare students to formulate and execute strategies, plans, and tactics to succeed in international business ventures.

Learning Objectives

- Familiarized the students with functions and practice of International business.
- To provide an understanding of international business and its various dimensions.
- To analyze business issues in a globalized era.

Course Structure

UNIT I:

International Business: Nature, Scope and Importance of IB: Types of International Business, factors influencing international business, Reasons for the growth and Regulations of international business. Tariffs and Non-Tariffs barriers. Stages of internationalization of business, domestic oriented company to transnational company- challenges of international business. Drivers of Globalization. Basic Entry Decisions; Multinational Corporations: MNCs Culture, MNCs and LDCs, Joint Ventures, World Trade and Protectionism- UN Millennium Development Goals

UNIT II:

Foreign Trade Policy: Latest FTP – EXIM policy of India – Institutional support by Government for Foreign trade – Registration formalities to get IEC number from DGFT – Documentation in International Trade – Payment terms: L/C, D/PD/A – Sale Terms: Quotations, FOB, CIF – Financing: Pre-shipment and Post-shipment- Insurance procedures – Pre-shipment inspection – Quality control – Processing of Export Order.

UNIT III:

Regulatory Environment of International Business: Environment Laws - International Trading Environment, Bilateral, Trilateral and Multilateral Treaties, International Economic Institutions – GATT, ASB, WTO, BRICS, UNCTAD, IMF, IBRD, International Laws, International Trading Arrangements of India, Pakistan and

China. Free Trade Area, Regional Economic Integration.

UNIT IV:

Foreign collaborations and alliances, Joint Ventures: Foreign Direct Investment (FDI) –meaning, nature, foreign collaboration and alliances, factors influencing FDI, reasons for FDI, costs and benefits of FDI, present scenario of FDI in India, Make in India – Anoverview.

UNIT V:

Multinational Corporations: Definition-Organizational Structures-Dominance of MNC's- Recent Trends-Code of Conduct-Multinationals in India-Case Studies.

Practicals

- Examine the regulatory environment of International Business and their dominance.
- Consolidate the code of Conduct followed by topMNCs.
- Assess Bilateral, Trilateral and Multilateral Treaties of International Business law concerning any industry.

Skills

- The students get acquainted with nature, scope, structure and operations of international business and familiarize them with trends and developments in International Business Environment and policyframework.
- Students develop an understanding about MNCs and their recent trends and role inIndia.

Learning/Course Outcomes

- Understand the most widely used international business terms and concepts.
- Identify the role and impact of political, economic, social and cultural variables in international business.
- Speak knowledgeably on the important role played by multinational economic and social aid organizations such as the UN, EU, IMF and World Bank in facilitating international trade and business

Books for Reference

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4. Ball, Donald, Wendall H. McCulloch, Michael Geringer, Michael S. Minor and Jeanne M. McNett, International Business: The Challenge of Global Competition, McGraw Hill Co.
5. Bhasin, N., Foreign Direct Investment in India: Policies, Conditions and Procedures, New Century Publications.
6. Daniels, Radebaugh, Sullivan, International Business, Pearson Education
7. Francis Cherunilam – International Business (Second EDITION)- (Wheeler Publishing)

8. FrancisCherunilam:InternationalBusiness:TextandCases-,PHILearningPvt.Ltd.New Delhi.
9. G.S.Batra & R.C.Dangwal, International Business : NewTrends
10. Griffin, Ricky W. and Pustay, Michael W (2017), International Business: A Managerial Perspective , PrenticeHall.
11. Hill, Charles, W.L., International Business, McGraw Hill Company, NewYork.
12. P Subbarao, International Business,HPH.
13. S.N.Chary, Elements of International Business, Wiley India Pvt.,Ltd.
14. V.K. Bhalla. International Business , S. Chand & Company Pvt. Ltd. NewDelhi.