

SRI KRISHNA ARTS AND SCIENCE COLLEGE

An Autonomous College Affiliated to Bharathiar University
Coimbatore - 641008, Tamil Nadu, India.

LEARNING OUTCOMES BASED CURRICULUM FRAMEWORK (LOCF)

**M.Com International Business
(I to IV Semester)**

for 2024-25 Admitted Students

DEPARTMENT OF COMMERCE



SRI KRISHNA ARTS AND SCIENCE COLLEGE COIMBATORE – 641008

DEPARTMENT OF COMMERCE

I. PROGRAMME EDUCATIONAL OBJECTIVES (PEOS)

Post Graduates from the M.Com International Business Programme are expected to achieve the following PEOs within three to five years of graduation

PEO 1	Become knowledgeable and industry relevant quality graduates who possess modern commercial practices, and operational skills in serving and leading the domestic and global community in the area of Commerce and International Business
PEO 2	Acquire the information from various sources in solving the problems critically through numeracy skills and demonstrate professionalism and ethical values and portray good governance at national and international organization.
PEO 3	Perform as a team player and a market leader in the field of consultancy and skill development relating to commerce related industry through effective communicative skills.
PEO 4	Able to demonstrate ethical and professional values in providing services in the relevant field including entrepreneurial skills.

II. PROGRAMME LEARNING OUTCOMES (PLOS)

The following Programme Learning Outcomes have been identified for M.Com International Business.

PLO 1	Knowledge: Develop comprehensive knowledge in the subject of International Business and apply the principles of the same to the needs of the employer and their own business enterprises. (Cognitive)
PLO 2	Critical Thinking Skills: Gain critical thinking skills in the areas of Commerce and International trade procedures relating to financing and documentation, logistics operations by evaluating international business strategies (Cognitive)
PLO 3	Practical Skills: Demonstrate ability to adapt technical and operating skills to a rapidly changing environment by having learned and apply new skills and new competencies to diversify business internationally (Psychomotor)
PLO 4	Team-work Skills: acquire the spirit of compassion, kinship and commitment for national harmony ensuring and establishing teamwork across various Cultures. (Affective)
PLO 5	Communication Skills: apply scientific approach and capability to undertake responsibilities for sustainable growth in Commerce and International Business by ensuring effective communicative skills to perform globally. (Affective)
PLO 6	Digital Skills: enhance and utilize the recent social and digital skills platform foreffective progression of marketing at the Global Arena. (Affective)
PLO 7	Numeracy Skills: apply quantitative, numerical and statistical skills through the visual and graphical aids for resolving strategies when companies diversify tonewer markets. (Cognitive)

PLO 8	Leadership Skills: Progressively adopt and device leadership skills to work in multi-cultural environment of diversified businesses. (Affective)
PLO 9	Lifelong Learning Skills: Display the skills and principles of lifelong learning and contribute to the economic growth of a country. (Affective)
PLO 10	Entrepreneurial Skills: Emerge as export entrepreneurs by enhancing entrepreneurial skills , understanding the global opportunities and formulate strategies to cater the needs of global customers. (Affective)
PLO 11	Ethics & Professional Skills: Progressively adopt and appreciate professional ethics , community living and nation building activities and commit to pursue research in the field of EXIM Credit, Foreign Exchange Reserves and International Marketing and acquire core competency ethically and quality for employment in business engaged in global operations. (Affective)

III. PROGRAMME LEARNING OUTCOMES VS GRADUATE ATTRIBUTES VS TAXONOMY OF VERBS														
PLO	Graduate Attributes										Blooms			
	Knowledge	Critical Thinking	Practical Skills	Team work	Communication skills	Digital skills	Numeracy	Leadership skills	Lifelong learning	Entrepreneurial skills	Ethics & Professionalism	Cognitive	Psychomotor	Affective
1	√											√		
2		√										√		
3			√										√	
4				√										√
5					√									√
6						√								√
7							√					√		
8								√						√
9									√					√
10										√				√
11											√			√

IV. PROGRAMME LEARNING OUTCOMES VS PROGRAMME EDUCATIONAL OBJECTIVES				
PLO	PEO 1	PEO 2	PEO 3	PEO 4
PLO 1	√			
PLO 2	√			
PLO 3		√		
PLO 4			√	
PLO 5			√	
PLO 6		√		
PLO 7		√		
PLO 8			√	
PLO 9				√
PLO 10				√
PLO 11		√		

V. ADDITIONAL PROGRAMME OUTCOMES (APOS)

The Additional Programme Outcomes for M.Com International Business are:

APO 1	Ability to build networks and broaden horizons and engaging authentically through Social Intelligence Quotient and Emotional Quotient.
APO 2	Ability to translate vast data into abstract concepts and to understand data base reasoning.
APO 3	Ability to develop collaborating platforms to transfer different types of information and work towards a common working in virtual goal
APO 4	Ability to develop critical thinking and innovative skills as a potential to advance career.
APO 5	Having a good digital foot print.

VI. Programme Specific Outcomes (PSOs)

On the completion of M.Com International Business the graduates will able to

PSO 1	Graduates will be able to Design creative solution to the problems in the areas of Commerce and International Business considering social and ethical dimensions.
PSO 2	Graduates will be able to Evaluate global trends influencing the commerce related industries and formulate competitive strategies.
PSO 3	Graduates will be able to Develop theoretically relevant and empirically strong research output that would solve the problems relating to Commerce and International business

VII. Curriculum Structure for M.Com International Business**Course Components, Credits & Marks Distribution**

Course Type	Number of Courses	Credits per Course	Total Credits	Marks	Semester
Discipline Specific Courses (DSC)	20	2 - 4	72	1800	I to IV
Discipline Specific Elective Courses (DSE)	3	4	12	300	II & IV
Generic Electives Courses (GEC)	2	2-4	6	150	II & III
DTC – Drive Through Courses (SWAYAM-NPTEL, Coursera, Any courses certified by statutory bodies, etc.)	Additional 4 Credits per Course will be given on submission of Certificate				I to IV
Total			90	2250	

1. Discipline Specific Courses (DSC)

These courses are to be studied compulsorily by the students as a core requirement. The students are required to take DSCs across four semesters. The courses designed under this category aim to cover the basics that a student is expected to imbibe in the particular discipline.

S. No.	Course Code	Course Title	Semester	Contact Hours	Credits	Marks
1	24IBP01	Global Business Management	I	5	4	100
2	24IBP02	International Trade – Policy Framework and Documentation	I	5	4	100
3	24IBP03	Accounting for Decision Making	I	6	4	100
4	24IBP04	Global Marketing	I	5	4	100
5	24IBP05	Integrated Logistics Management	I	5	4	100
6	24IBP06	Practical - Advanced Excel for Business Analysis	I	4	2	100
7	24IBP07	Global Financial Management	II	6	4	100
8	24IBP08	Marine Logistics	II	5	4	100
9	24IBP09	International Branding	II	5	4	100
10	24IBP10	Global Commercial Geography	II	4	2	100
11	24IBP11 / 24COP11	Internship Training	III	-	4	100
12	24IBP12	International Business Law	III	6	4	100
13	24IBP13	Aviation Logistics and Tourism	III	6	4	100
14	24IBP14/ 24COP15	Research Methodology	III	6	4	100
15	24IBP15 / 24COP14	Research Proposal	III	5	4	50
16	24IBP16 / 24COP17	Goods and Services Tax and Customs Law of India	IV	6	4	100
17	24IBP17	Global Strategic Management	IV	6	4	100
18	24IBP18	Practical - International Event Planning and Management	IV	4	2	50
19	24IBP19	Practical - EXIM Documentation	IV	4	2	50
20	24IBP20 / 24COP18	Research Project	IV	5	4	50
Total					72	1800

Project Work

Project Work is phased into two phases. Phase I in third semester and Phase II in fourth semester

Phase I – Research Proposal

The Phase I of the Project Work is assessed by Internal marks.

The split-up of the marks are as follows:

	Marks
Selection of Research Problem	10
Review of Literature	10
Research Design	15
Finalization of Data Collection Tools	<u>15</u>
Total Marks	<u>50</u>

Project Work & Viva Voce**Phase II – Research Report Submission**

The Phase II of the project work is assessed by the Externals during the Viva Voce to be conducted during the End of the fourth semester.

	Marks
Pilot Study (Reliability & Validity testing)	5
Analysis, Findings & Suggestions	10
Report	10
External Viva Voce*	<u>25</u>
Total Marks	<u>50</u>

The student has to complete the entire report with three reviews in the department.

***The assessment will happen with External Viva Voce with a maximum of 25 marks.**

Framework and Flow

S.No	Description & Flow	Remarks
1.	Cover Page	Logo of College
2.	Certificate	Supervisor, HoD and Dean
3.	Declaration	Student
4.	Acknowledgement	
5.	Chapter I	<ul style="list-style-type: none"> • Introduction and Background • Operational Definition • Problem Statement • Purpose Statement • Objectives of the study • Limitations and Delimitations
6.	Chapter II	Literature Review <ul style="list-style-type: none"> • Themes • Conceptual Framework • Literature Gap
7.	Chapter III	Research Methodology
8.	Chapter IV	Results & Discussion
9.	Chapter V	Findings, Suggestions & Conclusion
10.	References	APA Referencing style latest edition to be followed(2022)
11.	Bibliography	APA Referencing style latest edition to be followed(2022)
12.	Appendices/Appendix	Questionnaire/Annual Report

Research Schedule

S.No	Description	Review & Remarks by Supervisor
1.	Literature Review Phase I	
2.	Problem Statement, Purpose Statement, Objectives	
3.	Literature Review Phase II	
4.	Research Methodology	
5.	Literature Review Phase III	
6.	Results & Discussion	
7.	Findings, Suggestions & Conclusion	

2. Discipline Specific Electives (DSE) (3 Courses)

Discipline Specific Elective Courses offered under the main discipline of study which may be specialized or advanced or supportive to the discipline of study. Students can choose any THREE courses from the following list.

Students can opt one course from each group.

S. No.	Course Code	Course Title	Semester	Contact Hours	Credits	Marks
1	24IBP21	Entrepreneurship and New Venture Planning	II	5	4	100
	24IBP22	Supply Chain Management				
2	24IBP23	Life Skills and Communication	III	5	4	100
	24IBP24	Operations Management				
3	24IBP25	Indian Ethos and Leadership	IV	5	4	100
	24IBP26	International Transport Operations				
Total					12	300

3. Generic Elective Courses (GEC) (2 Courses)

Generic Elective Courses are interdisciplinary in nature. They are additional courses based on expertise, specialization, requirements, scope, and need of the department. The students will have the choice of taking TWO GECs.

List of Courses Offered by Maths Department

Group	Course Code	Course Title	Semester	Contact Hours	Credits	Marks
I	24GEP04	GEC -I : Quantitative Techniques	II	5	4	100
	24GEP08	GEC -II : Practical - Predictive Software Analysis	III	2	2	50
Total					6	150

4. Drive Through Course (DTC)

i. (DTC) I & II – Online Certification - Additional Credits

These courses are intended to bring out and promote the self-learning initiative of the students – where their own motivation is what drives them to complete the course and not external compulsions. This fosters the habit of keeping oneself updated always by means of self-study. It gives opportunities to the students to explore new areas of interest and earn additional credits. Students can take any number of courses under this cafeteria system. The credits will not be taken for CGPA calculation. Additional 4 credits per Course will be given on submission of certificate.

- a. SWAYAM-NPTEL
- b. Coursera
- c. Any courses certified by statutory bodies.

ii. (DTC – III) – Article Publication - To be Completed -

Students individually or with the maximum of four members per batch are asked to publish article in Scopus or Web of Science Journals (Or) publish book chapters. Additional 4 credits per Course will be given on submission of proof of the published paper (or) book chapter.

5. Internship Training:

During the second semester, Summer vacation, the student will be having Internship Training. Marks for the Internship Training will be given based on the report and viva-voce examination (Internal marks 40 and External 60 marks)

IV. Semester-wise Scheme

Semester I										
Course Code	Course Title	T/ P	Ins. Hrs/ week	Examination				Credits	SD/ EM/ EN	L/R/ N/G
				Dur. Hrs	CIA	ES	Total Marks			
24IBP01	DSC- I: Global Business Management	T	5	3	25	75	100	4	SD/ EM/ EN	G
24IBP02	DSC - II: International Trade – Policy Framework and Documentation	T	5	3	25	75	100	4	EM/ SD	G
24IBP03	DSC - III: Accounting for Decision Making	T	6	3	25	75	100	4	EM/ SD	G
24IBP04	DSC – IV: Global Marketing	T	5	3	25	75	100	4	EN/ EM/SD	G
24IBP05	DSC - V: Integrated Logistics Management	T	5	3	25	75	100	4	EM/ EN/ SD	G
24IBP06	DSC – VI: Practical-Advanced Excel for Business Analysis	P	4	3	40	60	100	2	EM/ SD	G
DTC I - Additional Credit Courses (NPTEL/ Coursera)										
Total			30				600	22		
Semester II										
Course Code	Course Title	T/ P	Ins. Hrs/ week	Examination				Credits	SD/ EM/ EN	L/R/ N/G
				Dur. Hrs	CIA	ES	Total Marks			
24IBP07	DSC- VII: Global Financial Management	T	6	3	25	75	100	4	EM/ SD	G
24IBP08	DSC- VIII: Marine Logistics	T	5	3	25	75	100	4	EM/ EN/ SD	G
24IBP09	DSC- IX: International Branding	T	5	3	25	75	100	4	EN/ SD	G
24IBP10	DSC – X: Global Commercial Geography	T	4	3	25	75	100	2	EN/ SD	G
24IBP21/ 24IBP22	DSE - I: Option I - Entrepreneurship and New Venture Planning/ Supply Chain Management	T	5	3	25	75	100	4	EM/ EN/ SD	G
24GEP04	GEC - I : Quantitative Techniques	T	5	3	25	75	100	4	SD	G
DTC II - Additional Credit Courses (NPTEL/ Coursera)										
Total			30				600	22		

Semester III										
Course Code	Course Title	T/ P	Ins. Hrs/ week	Examination				Credits	SD/ EM/ EN	L/R/ N/G
				Dur. Hrs	CIA	ES	Total Marks			
24IBP11/ 24COP11	DSC – XI: Internship Training	P	-	-	40	60	100	4	SD/ EM	G
24IBP12	DSC – XII: International Business Law	T	6	3	25	75	100	4	EN/ SD	G
24IBP13	DSC - XIII: Aviation Logistics and Tourism	T	6	3	25	75	100	4	EM/ SD	G
24IBP14/ 24COP15	DSC – XIV : Research Methodology	T	6	-	100	-	100	4	EM/ SD	G
24IBP15/ 24COP14	DSC - XV: Research Proposal	P	5	-	50	-	50	4	SD/ EM	G
24IBP23/ 24IBP24	DSE - II: Option II - Life Skills and Communication / Operations Management	T	5	3	25	75	100	4	SD/ EM/ EN	G
24GEP08	GEC – II : Practical - Predictive Software Analysis	P	2	3	20	30	50	2	EM/ SD	G
Total			30				600	26		
Semester IV										
Course Code	Course Title	T/ P	Ins. Hrs/ week	Examination				Credits	SD/ EM/ EN	L/R/ N/G
				Dur. Hrs	CIA	ES	Total Marks			
24IBP16/ 24COP17	DSC - XVI: Goods and Services Tax and Customs Law of India	T	6	3	25	75	100	4	EM/ SD	G
24IBP17	DSC - XVII: Global Strategic Management	T	6	3	25	75	100	4	EM/ SD	G
24IBP18	DSC Practical – XVIII: Practical - International Event Planning and Management	P	4	-	50	-	50	2	SD/ EN/ EM	G
24IBP19	DSC Practical – XIX: Practical–EXIM Documentation	P	4	-	20	30	50	2	SD	G
24IBP20/ 24COP18	DSC - XX: Research Project	P	5	-	-	50	50	4	SD / EM	G
24IBP25/ 24IBP26	DSE – III: Option III - Indian Ethos and Leadership / International Transport Operations	T	5	3	25	75	100	4	EN/ SD/ EM	G
DTC III – Paper Publications / Book Publications										
Total			30				450	20		
Total							2250	90		

Drive-Through Course (DTC): Courses offered in SWAYAM-NPTEL, Coursera OR Any courses certified by statutory bodies.	Additional 4 credits per Course will be given on submission of Certificate	During Semester I to Semester IV
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The Courses focus on the following needs	
SD	Skill Development
EM	Employability
EN	Entrepreneurship
L	Local
R	Regional
N	National
G	Global

Semester-wise Distribution

Semester	Total Marks	Total Credits
I	600	22
II	600	22
III	600	26
IV	450	20
Total	2250	90

List of Courses Offered by Commerce Department

SEM	Course Code	Course Title	Programme	T/P	Ins. Hrs/ week	Examination				Credits
						Dur. Hrs	CIA	ES	Total Marks	
II	24GEP31	Fundamentals of Accounting	M.Sc. SS	T	4	3	25	75	100	4