

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

NO. 163, BRIGADE ROAD, BANGALORE – 560 025

**POST GRADUATE DEPARTMENT
SYLLABUS FOR THE ACADEMIC YEAR 2018-19**

**M.Com (IB)– IV SEMESTER
(2018-20 BATCH)**

SEMESTER SCHEME

IV SEMESTER

Subject Code	Title of the Paper	Hours/ week	Marks			Credits
			CIA	ESE	Total Marks	
P115 MC 401	Dissertation/Project (Based on the Specialization)	-	-	-	200	8
P415 IB 401	International Logistics & Supply Chain Management	4	50	50	100	4
P415 IB 402	Security Analysis and Portfolio Management	4	50	50	100	4
P415 IB 403	SAP (CRM)	4	50	50	100	4
P115 AR 401	Business Policy and Strategic Management	3	50	50	100	3
P115 EA 401	Extension Activity	-	-	-	-	1

Outcome Based Education (OBE)
M.Com (International Business)

Program Educational Objectives (PEO)

After undergoing the **M. Com (International Business)** programme, a 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 on the core and domain disciplines
2. demonstrate professional competence to pursue higher studies, research, life-long learning for continuous growth and development
3. adapt to a rapidly changing environment with new learned and applied skills, become socially responsible and value driven citizens, committed to sustainable development
4. integrate all the areas of business activity, in a quest to develop the most reliable strategies, that successfully achieve the objectives of a company in an international environment

Program Outcomes (POs)

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

PO 1. Business Environment and Domain Knowledge (BEDK): 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

PO 2. 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

PO 3. Research and Design thinking: design and develop conceptual knowledge, using contemporary research tools for effective performance and recognize the need for self-motivation to engage in life-long learning

PO 4. **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

PO 5. **Effective Communication (EC):** communicate effectively with all stakeholders of his/her role as a manager/ an entrepreneur

PO 6. **Leadership and Teamwork (LT):** function effectively as an individual, a member or leader in diverse teams, in multidisciplinary settings

PO 7. **Modern Tool Usage:** create, select and apply appropriate techniques, resources, modern management and IT tools (including prediction and modeling) to complex management activities with an understanding of the limitations

PO 8. **Entrepreneurial Perspective:** identify, assess and shape entrepreneurial opportunities and evaluate their potential for business success

PO 9. **Social Responsiveness and Ethics (SRE):** develop responsiveness to contextual social issues/ problems, explore solutions, understand business ethics and resolve ethical dilemmas

PO 10. **Global Perspective:** demonstrate a global outlook with the ability to identify aspects of global business and cross- cultural understanding

PO 11. **Independent and life-long learning:** achieve higher levels of proficiency and self-actualization through the pursuit of life-long learning

Program Specific Outcomes (PSOs)

PO 12. **Cross-Disciplinary Integration and Strategic Perspective:** apply the advanced tools and strategies to enhance the export and import operations in business, and meet the demands of globalisation through research activities

PO 13. **Integrative experience and experiential learning:** formulate an integrative international business model/ project through the application of multidisciplinary knowledge in a multicultural environment.

P415 IB 401: INTERNATIONAL LOGISTICS AND SUPPLY CHAIN MANAGEMENT

COURSE OBJECTIVES:

The students should be able to

- a.i.1. Distinguish between the concept of international Logistics and international supply chain Management in value addition to a product and services
- a.i.2. Compare and contrast the elements of international Logistics and international supply chain Management in value addition to a product and services
- a.i.3. Examine the trends and advantages of Liner and tramp operations of sea transport industry in the context of supply chain management.
- a.i.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

- a.i.1. Distinguish between the concept of international Logistics and international supply chain Management in value addition to a product and services
- a.i.2. Compare and contrast the elements of international Logistics and international supply chain Management in value addition to a product and services
- a.i.3. Examine the trends and advantages of Liner and tramp operations of sea transport industry in the context of supply chain management.
- a.i.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. Sridhar R. Tayur (Editor), Michael J. Magazine (Editor), RAM Ganeshan (Editor) Quantitative Models for Supply Chain Management Kluwer Academic Publishers 1998

P415 IB 402: SECURITY ANALYSIS & PORTFOLIO MANAGEMENT

COURSE OBJECTIVES:

The students will be able to

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

Module 1:

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 & Return - Expected Return, Historical Return, Systematic & Unsystematic Risk, Beta Coefficient, CAPM, SML & CML, Factor Model & Arbitrage Pricing Theory.

Module 3:

Security Analysis - Fundamental Analysis, Economic Analysis, Economic Forecasting, Indicators, Industry Analysis, Classification Schemes, Industry Life Cycle, Company Analysis, Measuring Earnings, Forecasting Earnings, Technical Analysis, Charting, Different Tools for Technical Analysis, Efficient Market Hypothesis.

Module 4:

Financial Instruments - Corporate Bonds, Government Bonds, Special Bonds, Bond Returns & Systematic Risk, Unsystematic Risk, Bond Management Strategy, Preference Shares, Valuation Analysis, Equity Shares, Dividend Policy, Equity Valuation & Analysis, Money Market Instruments.

Module 5:

Derivatives - Financial Derivative Markets, Global Perspectives, Indian Context, Options, Types Pricing, Valuation & Analysis, Option Models, Futures, Kinds of Futures, Hedging, Speculation, Swaps, Warrants & Convertibles.

Module 6:

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.

COURSE OUTCOMES:

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

1. Illustrate the steps involved in investment management process from the perspectives of financial advisor of client.
2. Calculate the Risk and return of each avenue of investment (financial Assets) for construction of portfolios.
3. Conduct Fundamental Analysis, Technical analysis and Efficient Market Hypothesis analysis to decide whether to buy or sell or hold financial asset.
4. Examine the profile of each avenues of investment of capital and Money market instruments
5. Use derivatives for speculation and hedging the risks of stock in futures and options market
6. Construct 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.

P415 IB 403: 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 Outcome

After 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

BOOKS FOR REFERENCE:

P115 AR 401: BUSINESS POLICY AND STRATEGIC MANAGEMENT

COURSE OBJECTIVES:

The students should 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 behavior 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 Organisation 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, Six Sigma in achieving desired strategic performance.

Module 1:

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

Module 2:

Strategy Formulation and Strategic Analysis- Company's Goals, Mission and Social Responsibility, Vision – Objectives Analysis of Board Environment – External Environment Factors Economic, Social, Political, 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 Choices/Options- The five generic competitive strategies; Tailoring strategies to specific industry and company situations; External Growth Strategies – Mergers, Acquisition, Joint Ventures and Strategic Alliance; Competing in foreign markets; Evaluation of Strategic Alternatives, -Product Port Folio Models,

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 Strategy- i) Marketing Strategy – Nature, Significance, Formulating Marketing Strategy, ii) Production Strategy – Need, Formulation of Production of Strategy for an organization. iii) Research and Development (R&D) Strategy –Need, Formulating R and D Strategy iv) Human Resource (HR) Strategy – Acquisition of Human Resources, motivation and maintenance of HR v) Financial Strategy – Need, Financial Objectives, Making Strategic Financial Decisions vi) Logistics Strategy

Module 6:

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

Course Outcome

After 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 Organisation structure to carry out implementation of Strategy
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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 Mc-Graw 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.