



SASURIE COLLEGE OF ENGINEERING

Approved by AICTE, New Delhi. Affiliated to Anna University, Chennai

Near NH544, Coimbatore Bypass, Near Vijayamangalam Tollgate, Tirupur 638056

NAAC DOCUMENTS

QUALITY INDICATOR FRAMEWORK

CRITERION-1

CURRICULAR ASPECTS

SUBMITTED BY

IQAC

INTERNAL QUALITY ASSURANCE CELL

SASURIE COLLEGE OF ENGINEERING



Criterion 1	CurricularAspects	100
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CurricularPlanningandImplementation(20)

TheInstitutionensureseffectivecurriculumplanninganddeliverythrougha well-planned and documented process including Academic calendar and conduct of continuous internal Assessment

TableofContents

S.No	Description
1	Contents-Course File
2	Time Table
3	Students Name List
4	Subject Information Record
5	Syllabus
6	Lesson Plan
7	Quality Objective Monitoring Record
8	Test Marks
9	Model exam Question Paper
10	Assignment Question Paper

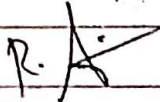
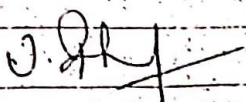


Department :
Subject Code & Name :
Class & Batch :
Semester :

MBA.
BA5301 IBM
II & 2018-2019
II

CONTENTS - COURSE FILE

S.NO	PARTICULARS	REMARKS
1	Time Table	Hardcopy
2	Student name list	Hardcopy
3	Student arrear list	Hard copy
4	Subject Information Record	Hard copy
5	Syllabus	Hard copy
6	Lesson Plan	Hardcopy
7	Test Plan for the Subject	Hard copy
8	Result Analysis	Hard copy
9	Corrective Action Report	Hard copy(new format)
10	Quality objective monitoring record	Hard copy
11	Internal test mark sheet(Consolidated)	Hard copy
12	Internal test question paper with answer key	Hard copy
13	Model question paper with answer key	Hard copy
14	Slip test question paper with answer key	Hard copy
15	Sample Answer paper for all test(Min-3)	Hard copy
16	Content beyond the syllabus	Soft copy
17	Tutorial Class - schedule and content	Hard copy
18	Assignment - schedule and paper	Hard copy
19	PPT - handout	Soft copy
20	Video - Animation - Soft copy	Soft copy
21	Question bank	Soft copy
22	Sample university question papers(min 5 QP-recent exam)	Soft copy
23	Lecture Note	Hard copy
24	Special Class if any, Approval letter, Schedule, content covered.	Hard copy
25	Spark faculty score, student score	Hard copy

Sign:	Prepared By 	Approved By 
Name:	R. SRINAM Faculty	U. RAHUL HD

Dr. M. VIJAYAKUMAR ME., Ph.D.,
PRINCIPAL



SASURIE
College of Engineering

CLASS TIME TABLE- Academic Year 2018-19- Odd Semester
INDIVIDUAL TIME TABLE

Name of the Staff : U Rahul, AP/MBA

Dept : MBA

Class: II Year

Date: 07.07.2018

Sem: III

HOUR	8.55 A.M TO 9.00 A.M	I	II	10.30 AM TO 10.40AM	III	IV	12.10 p.m. TO 12.45 p.m.	V	VI		
		9.00 A.M TO 9.45 A.M	9.45 A.M TO 10.30A.M		10.40 a.m. TO 11.25 a.m.	11.25 a.m. TO 12.10 p.m.		12.45 p.m. TO 1.25 p.m.	1.25 p.m. TO 2.05p.m.		
MONDAY	PRAYER		ED	TEA BREAK		SAPM	LUNCH				
TUESDAY					ED			SAPM			
WEDNESDAY			SAPM								
THURSDAY								ED			
FRIDAY		SAPM	SAPM							55	55
SATURDAY								ED	ED		

S.No	Subject Code	Acronym	Name of the Subject	Name of the Staff & Department	No of hours
1	BA SC12	SAPM	security Analysis and Portfolio Management	Mr U Rahul	5
2	BA SC14	ED	Entrepreneurship Development	Mr U Rahul	5
3			Soft Skill	Mr U Rahul	2

Prepared by	Verified by	Approved by
Signature: <i>A. Prakash</i>	Signature: <i>U. Rahul</i>	Signature: <i>U. Vijayakumar</i>
Name: Mr. A. Prakash	Name: Mr. U. Rahul	Name: Mr. U. Vijayakumar
Time Table Incharge	HOD/ MBA	Principal

Dr.M.VIJAYAKUMAR ME., Ph.D.,
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Vijayamangalam - 638 056, Tirupur (Dt).

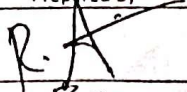
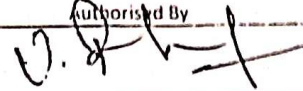


SASURIE
College of Engineering
Vijayamangalam

Department of Management Science

II MBA Student (2017-2019)

S.No	Reg.No	Name of the Student
1	732417631001	Arunkumar.M
2	732417631002	Chamundeeswari.K
3	732417631003	Datchanamoorthy.C
4	732417631004	Deepika.M
5	732417631005	Joy.A
6	732417631006	Karthick.E
7	732417631007	Krishna Priya.R
8	732417631008	Manikapriya.R
9	732417631009	Murugavel.C.K
10	732417631010	Murugesan.R
11	732417631011	Sanmathan.S
12	732417631012	Santhosh.N
13	732417631013	Saranya.M
14	732417631014	Saravanan.K
15	732417631015	Sathya Praba.S
16	732417631016	Sudhakaran.S
17	732417631017	Suganthi.C
18	732417631018	Tamilmani.E
19	732417631019	Thenmozhi.A
20	732417631020	Venkateswaran.A
21	732417631021	Yuvaraj.M

Prepared By	Authorised By
	
Name: Mr. Kesava Ram	U. Rahul
AP/MBA	HD/MBA



Dr.M.VIJAYAKUMAR ME., Ph.D.,
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Vijayamangalam - 638 056, Tirupur (Dt).



SUBJECT INFORMATION RECORD

Department: MBA-

Subject: International business management.

Year: II

Semester: III

Last year handled by: U. RAHUL

Percentage of Result (last year): 50%

Quality Objectives: 100% Results Produce

Reference Book:

1. K. Aswathappa, International Business
2. Charles W. I. Hill and Anil Kumar Jain, International Business

	Prepared By	Approved By
Sign:		
Name:	<u>R. SRI RAM</u>	<u>U. RAHUL</u>
	Faculty	HD

DR. M. VIJAYAKUMAR M.E., Ph.D.,
PRINCIPAL



OBJECTIVE:

- To familiarize the students to the basic concepts of international business management.

UNIT I INTRODUCTION 6

International Business –Definition – Internationalizing business-Advantages – factors causing globalization of business- international business environment – country attractiveness –Political, economic and cultural environment – Protection Vs liberalization of global business environment.

UNIT II INTERNATIONAL TRADE AND INVESTMENT 11

Promotion of global business – the role of GATT/WTO – multilateral trade negotiation and agreements – VIII & IX, round discussions and agreements – Challenges for global business – global trade and investment – theories of international trade and theories of international investment – Need for global competitiveness – Regional trade block – Types – Advantages and disadvantages – RTBs across the globe – brief history.

UNIT III INTERNATIONAL STRATEGIC MANAGEMENT 11

Strategic compulsions-Standardization Vs Differentiation – Strategic options – Global portfolio management- global entry strategy – different forms of international business – advantages - organizational issues of international business – organizational structures – controlling of international business – approaches to control – performance of global business- performance evaluation system.

UNIT IV PRODUCTION, MARKETING, FINANCIAL AND HUMAN RESOURCE MANAGEMENT OF GLOBAL BUSINESS 11

Global production –Location –scale of operations- cost of production – Make or Buy decisions – global supply chain issues – Quality considerations- Globalization of markets, marketing strategy – Challenges in product development , pricing, production and channel management- Investment decisions – economic- Political risk – sources of fund- exchange –rate risk and management – strategic orientation – selection of expatriate managers- Training and development – compensation.

UNIT V CONFLICT MANAGEMENT AND ETHICS IN INTERNATIONAL BUSINESS MANAGEMENT 6

Disadvantages of international business – Conflict in international business- Sources and types of conflict – Conflict resolutions – Negotiation – the role of international agencies –Ethical issues in international business – Ethical decision-making.

TOTAL: 45 PERIODS**OUTCOME:**

- Students would be familiar with global business environment, global strategic management practices and get acquainted with functional domain practices. They would be familiar with conflicts situations and ethical issues in global business.

REFERENCES :

- Charles W.J. Hill and Arun Kumar Jain, International Business, 6th edition, Tata McGraw Hill, New Delhi, 2010.
- John D. Daniels and Lee H. Radebaugh, International Business, Pearson Education Asia, 12th Edition, New Delhi, 2010
- K. Aswathappa, International Business, 6th Edition, Tata Mc Graw Hill, New Delhi, 2015.
- Michael R. Czinkota, Ilkka A. Ronkainen and Michael H. Moffet, International Business, 7th Edition, Cengage Learning, New Delhi, 2010.
- Rakesh Mohan Joshi, International Business, Oxford University Press, New Delhi, 2009.
- Vyaptak Sharan, International Business, 3rd Edition, Pearson Education in South Asia New Delhi, 2011.



DEPARTMENT OF MANAGEMENT SCIENCES

LESSON PLAN

Department : MANAGEMENT SCIENCES

Date : 02.07.2018

Faculty Name : Mr.R.SRIRAM

Semester : III SEM

Subject Code & Title : BA5301 INTERNATIONAL BUSINESS MANAGEMENT

Class : II MBA

S.No.	Details of Topic Covered	Teaching Aids used	No. of Hours required	Ref
UNIT I INTRODUCTION				
1	International Business, definition	PPT	1	R1 & R2
2	Internationalizing business, advantages	PPT	1	R1 & R2
3	Factors causing globalization of business	PPT	1	R1 & R2
4	International business environment	PPT	1	R1 & R2
5	Country attractiveness	PPT	1	R1 & R2
6	Political, economic and cultural environment	PPT	1	R1 & R2
7	Protection Vs liberalization of global business	PPT	1	R1 & R2
UNIT II INTERNATIONAL TRADE AND INVESTMENT				
8	Promotion of global business	PPT	1	R1 & R2
9	The role of GATT	PPT	1	R1 & R2
10	The role of WTO	PPT	1	R1 & R2
11	Multilateral trade negotiation and agreements	PPT	1	R1 & R2
12	VIII round discussions and agreements	PPT	1	R1 & R2
13	IX round discussions and agreements	PPT	1	R1 & R2
14	Challenges for global business	PPT	1	R1 & R2
15	Global trade and investment	PPT	1	R1 & R2
16	Theories of international trade	PPT	1	R1 & R2
17	Theories of international investment	PPT	1	R1 & R2
18	Need for global competitiveness	PPT	1	R1 & R2
19	Regional trade blocks - Types	PPT	1	R1 & R2
20	Advantages & disadvantages of RTBs	PPT	1	R1 & R2
21	RTBs across the globe – brief history.	PPT	1	R1 & R2
UNIT III INTERNATIONAL STRATEGIC MANAGEMENT				
22	Strategic compulsions,	PPT	1	R1 & R2
23	Standardization Vs Differentiation	PPT	1	R1 & R2
24	Global portfolio management	PPT	1	R1 & R2
25	Global entry strategy	PPT	1	R1 & R2
26	Different forms of international business, advantages	PPT	1	R1 & R2
27	Organizational issues of international business	PPT	1	R1 & R2
28	Organizational structures	PPT	1	R1 & R2
29	Controlling of international business & its approaches	PPT	1	R1 & R2
30	Performance of global business, PA system	PPT	1	R1 & R2
UNIT IV PRODUCTION, MARKETING, FINANCIAL AND HUMAN RESOURCE MANAGEMENT OF GLOBAL BUSINESS				
31	Global production Location decisions	PPT	1	R1 & R2
32	Scale of operations, cost of production	PPT	1	R1 & R2
33	Make or Buy decisions	PPT	1	R1 & R2
34	Global supply chain issues	PPT	1	R1 & R2
35	Quality considerations in IB	PPT	1	R1 & R2

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Vijayamangalam, Tirupur

DEPARTMENT OF MANAGEMENT SCIENCES

LESSON PLAN

Department : MANAGEMENT SCIENCES

Date : 02.07.2018

Faculty Name : Mr.R.SRIRAM

Semester : III SEM

Subject Code & Title : BA5301 INTERNATIONAL BUSINESS MANAGEMENT

Class : II MBA

		Teaching		
37	Marketing strategy	PPT	1	R1 & R2
38	Challenges in product development, pricing	PPT	1	R1 & R2
39	production and channel management	PPT	1	R1 & R2
40	Investment decisions	PPT	1	R1 & R2
41	Economic- Political risk, sources of fundf	PPT	1	R1 & R2
42	Exchange -rate risk and management	PPT	1	R1 & R2
43	Strategic orientation, selection of expatriate managers	PPT	1	R1 & R2
44	Training and development, compensation.	PPT	1	R1 & R2

Unit V Conflict Management and Ethics in International Business Management

45	Disadvantages of international business	PPT	1	R1 & R2
46	Conflict in international business	PPT	1	R1 & R2
47	Sources and types of conflict	PPT	1	R1 & R2
48	Conflict resolutions, negotiation	PPT	1	R1 & R2
49	The role of international agencies	PPT	1	R1 & R2
50	Ethical issues in international business	PPT	1	R1 & R2
51	Ethical decision-making	PPT	1	R1 & R2

Reference books (Ref):

1. Donald R. Cooper, Pamela S. Schindler and J K Sharma, Business Research methods, 11th Edition, Tata Mc Graw Hill, New Delhi, 2012.
2. Uma Sekaran and Roger Bougie, Research methods for Business, 5th Edition, Wiley India, New Delhi, 2012.
3. Alan Bryman and Emma Bell, Business Research methods, 3rd Edition, Oxford University Press, New Delhi, 2011.

Teaching Aids (TA):

1. Black Board with Chalk
2. Overhead Projector
3. LCD Projector
4. Others (Field vists, Charts, Cutset Models)

	Prepared By	Verified By	Authorized by
Sign:			
Name:	R. Sriram	U. Rahul	Dr. K. PANDIARAJAN
	AP/MBA	HD/MBA	

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QUALITY OBJECTIVE MONITORING RECORD

Department : MBA.
Year : II
Semester : III
Subject : BAS301 IBM

S.No	Quality Objective	Internal Test-I		Internal Test-II		Internal Test-III	
		Expecting result	Obtained result	Expecting result	Obtained result	Expecting Result	Obtained result
I	100%.	100%.	100%.	100%.	100%.	100%.	100%.

	Prepared By	Approved By
Sign:		
Name:	P. SRINAM	V. RAHUL
	Faculty	HD





Department of Management Science

IBIM

SEM II

ACADEMIC YEAR 2022-23

Student Mark List

S.No	Reg.No	Name of the Student	INTERNAL I	INTERNAL II	INTERNAL III
1	732417631001	Arunkumar M	62	62	70
2	732417631002	Chamundeeswari K	90	85	80
3	732417631003	Datchanamoothy C	80	80	80
4	732417631004	Deepika M	63	74	76
5	732417631005	Iow A	78	78	78
6	732417631006	Karthick J.	60	60	64
7	732417631007	Krishna Priya R	80	83	83
8	732417631008	Manikapriya R	83	83	80
9	732417631009	Murugavel C K	70	75	75
10	732417631010	Murugesan R	65	65	74
11	732417631012	Santhosh N	70	72	72
12	732417631013	Saranya M	82	82	80
13	732417631014	Saravanan K	72	62	68
14	732417631015	Sathya Praba S	85	75	84
15	732417631016	Sudhakaran S	70	70	61
16	732417631017	Suganthi C	94	94	98
17	732417631018	Tamilmani F	70	78	72
18	732417631019	Thennozhi A	74	74	71
19	732417631020	Venkateswaran A	66	66	65
20	732417631021	Yuvraj M	70	80	78

Prepared By: *R.A.*
 Authorised by: *U. RAHUL*
 Sign: *R. SRIRAM*
 Name: *U. RAHUL*
Incharge *HOD*

	Trading blocks are harmful for the growth of world trade? Explain	CO1	I
	OR		
15b	Determine the various procedures to be followed in the export of goods from India.	CO6	E
PART C (Answer all the Questions 1 x 15 = 15 Marks)			
16	Analyse & List the success and failure of International business with any two examples	CO5	A

R. A. I
R. SRIRAM
Course Faculty
(Name / Sign / Date)

U. RAHUL
U. RAHUL
HoD
(Name / Sign / Date)

[Signature]
Principal
(Name / Sign / Date)

M. V. K.
Dr.M.VIJAYAKUMAR ME., Ph.D
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Vijayamangalam - 638 056, Tirupur (Dt).

[Signature]
Dr.M.VIJAYAKUMAR ME., f
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SASURIE COLLEGE OF ENGINEERING
Vijayamangalam - 638 056, Tirupur (Dt)



**SASURIE
INSTITUTIONS**



SASURIE
College of Engineering
Vijayamangalam, Tiruppur

Internal Assessment Test Answer Book

Name	SUGIANTHI. C			Year/ Semester/Section	II / II
Register Number	732417631017	Date/Session	5/10/2018 / FN	Department	MBA
Course code	BA 5301	Course Title	INTERNATIONAL BUSINESS MANAGEMENT		
Internal Assessment Test	IAT 1 <input type="checkbox"/>	IAT 2 <input type="checkbox"/>	IAT 3 <input type="checkbox"/>	Model	<input checked="" type="checkbox"/>
Name and Signature of the Invigilator with date	U. RAHUL				

Instruction to the Student: Put tick mark to the question attended in the column against question.								
Part A			Part B/ Part C				Total Marks	
Q. No.	✓	Marks	Q. NO.	✓	a	b		
					Marks	Marks		
1	✓	2	11	✓	12		12	
2	✓	2	12	✓	12		12	
3	✓	12	13	✓	12		12	
4	✓	12	14			✓ 12	12	
5	✓	12	15	✓	12		12	
6	✓	12	16	✓	13		13	
7	✓	12	Grand Total				73	
8	✓	12	88				R. SRIRAM Name and Signature of the Examiner with date	
9	✓	2						
10	✓	0						
Total		15	Grand Total					

To be filled by the examiner							
Course Outcomes	1	2	3	4	5	6	Total
Marks allotted	51	2	16	-	20	2	100
Marks Obtained	46	2	12	-	26	0	88
IQAC Audit - Remarks							
Mark Verified							U. RAHUL Name and Signature of the IQAC member

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DEPARTMENT OF MBA


Assignment Question Paper


Assignment - 01			Date of Issue:	03.08.2018	Marks	10
Course code	BA5301	Course Title	International Business Management			
Year	II	Semester	III	Date of Submission:	20.08.2018	


Q.No	Questions	CO
1	Explain About the EXIM Polices	Co 2


R. SRIRAM

Name and Signature of the Faculty Incharge


U. RAHUL
HoD/MBA


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Vijayamangalam, Tiruppur.

DEPARTMENT OF MBA

Assignment Answer Sheet

Name of the Student : M. DEEPIKA


AU Register Number: 782417631004

Assignment - 01		Date of Issue:	03.08.2018	Marks	20
Course code	BA5301	Course Title	International Business Management		
Year	II	Semester	III	Date of Submission:	20.08.2018


Q.No	Questions	CO
1	Explain About the EXIM Policies	Co 2

Mark Allocation

Rubrics	Marks Allocated	Marks obtained
Content Quality	12	9
Presentation Quality	04	04
Timely submission	04	04
Total marks	20	17


R. SRIRAM

Name and Signature of the Faculty Incharge


U. RAHUL
HoD/MBA


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