

## **MASTER OF INTERNATIONAL BUSINESS -MIB**

### **About us:**

The Department of Master of Commerce with Information Technology is designed to develop skill and knowledge in the field of commerce and information technology so as to create job opportunities in both commerce and computer fields like banking , finance , accounting, taxation and other related professional areas .The department has highly qualified and experienced staff members .

### **Infrastructure facilities:**

The Department is provided with separate classrooms and individual Computer (with Internet facility), OHP, LCD projector and Laptop. The Department has been provided with an updated system of personnel computers for the students at the computer laboratory. The availability of computers extends to the individual faculty members at their respective rooms. The Computer Room is connected through a LAN and 24 hour Internet facilities are available to the students also. Software Packages available in the department are Export Documentation, Accounting package like Tally and EXNGN, SPSS, Database management, Oracle, Adobe Photoshop, Page-maker.

### **Library:**

It has wide collection of books, Business magazines and Journals, in the areas of Management, International Business, and Marketing. The Department frequently arranges for lectures in the audiovisual room which is fitted with LCD projector, Television, and VCR.

### **Department activities:**

#### **Career Oriented Courses offered:**

The Department feels proud in offering UGC sponsored Career Oriented Programme (COP) Certificate, Diploma as well as Advanced Diploma in International Travels and Tourism Management which gives wide job opportunities.

#### **Maintenance of quality in academics:**

The department is putting in all efforts to maintain quality by

1. Updating the syllabus every year.
2. Using updated version of packages like Tally, SPSS and Export documentation

3. Enhancing the knowledge of students by way of conducting seminars/ workshops with the help of experts in related field, organising industrial visit and port visit.
4. Implementing Computer Based Learning i.e. online test in Job Oriented Course (JOC) / soft skill development.
5. The department has made a tie up with Sanpo Technology, Coimbatore and Sanstrans Ltd, Chennai, to conduct a programme in Commerce and Information Technology. This collaboration involves the provision of faculty support for additional diplomas.

**Teaching Innovations implemented:**

Apart from conventional teaching methods our department has adopted the following:

- Computer assisted learning (CD ROMS)
- WEB based learning (Export Documents)
- Video clippings
- Lesson plans developed by faculty members
- Practice workshop
- Practical exercise book

**Students' activities other than learning:**

- Institutional training for a period of 2 to 4 weeks
- WEEK END PROGRAM (WEP) - an event which takes place every week It includes Group Discussions, Debate, Mind game, Case analysis, Role play , Best Manager , *Data Presentation – relating to foreign trade* etc .
- Presentation of papers in seminars (on campus and off campus)
- Reading news (National and international) every day in the classroom enabling others to know the day -to-day developments in the country and abroad.
- Participation in various seminars, workshops and quizzes organized by other colleges
- Survey report

**Bridge course conducted**

Every Year Bridge Course in Accountancy and Economics is conducted for non - commerce students for a week and Basic Computer classes for non computer science students.

**Projects:** As an integral part of the curriculum, every student is required to undergo the summer project training in an organization and work in his/ her area of specialization for a minimum period of 30 days.

**Industrial visits:**

Our department organizes regular industrial visit / field trip to give exposure to the students on current business practices and conducts seminars on industry to enhance academic knowledge.

**Port visit:**

The Port Visit is a compulsory part of the curriculum of our students. Apart from observing port operations relating to import and export of cargo, meetings are organized during the visit with clearing and forwarding agents, exporting firms etc. The visit also aims at giving the students the better understanding of supply chain management. So far, the port trusts visited by our students are Vishakapattinam, Chennai and Cochin.

**Steps taken for students' progress:**

- The reference section of the library has further been strengthened and additional library card issued to the meritorious students.
- Extended Internet hours (after college hours)
- Question Bank provided to the students
- Seminar presentation done through LCD(Power point presentations)
- Seminars and workshops, conducted to improve communicative skills.
- Offering Advance learners Course and Carrier oriented programs to enhance their knowledge.
- e-learning
- Student's Assistance Activities
- Group ID'S of the students created to send circulars / information

**Personality development:**

Personality development workshop and mock interviews are conducted with the help of experts and HR trainers

**Extension services:**

- Yoga for students for improving concentration power
- Trade fair visit
- Alumni meet -convened first by our department during 2005
- Coinex exhibition conducted every year (to display different currencies)

- State level Inter collegiate quiz competition conducted every year and the
- Winners are awarded with the Rolling Shield.
- Marathon Reading program for students in collaboration with SWCC
- Practice workshop
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**Best practices in teaching, learning and evaluative methods adopted:**

**Teaching and learning:**

- The teacher explains concepts with live examples.
- Maintains a good rapport with the students through tutorial system.
- Different Instruction styles to meet the varied needs of students..
- CEO'S WEEK: (Chief Executive Officer's week) : An informative week, which
- holds scope for tremendous interaction with corporate and business houses.
- Marketing, Finance, Export, Import Foreign Exchange Management are some of
- the areas on which CEO's of various organizations addressed the students.
- Guest lecture program on specialized areas.
- Interaction with industry is also established through the system of inviting officials from relevant organizations to deliver classroom lecturers in issues related to current updated topics included in syllabus.
- Students are encouraged to participate in class discussion and to ask questions
- Guest lecture on career guidance
- One Day Workshop on Super Memory demo
- Industrial visit to Inland Container Depot (ICD'S)- Neelikonampalayam

**Work Book for Practice Workshop:**

Students are involved in collecting documents/ information related to various areas of their subject by visiting concerned offices / organization and downloading various formats of the documents from various websites.

- Computer based learning forms an integral part of active learning strategies. Students are permitted to take seminars using LCD.
- Lesson planning procedures – lesson evaluation and revision

- Linguaphone business English programme for developing the communicative skill of the students
- Special coaching to meritorious students
- Advance learners have options to appear for ALC with additional credit.
- Question bank provided for students.
- Circulating sample answers of the previous examinations help the students to prepare for their examination ..
- The Department of Commerce (PG) has been conducting a unique Programme on every Friday in the name of **WEP-2003** to impart excellence in foreign trade from the academic year 2003-2004 onwards. The prime objective of this Programme is to inculcate professional excellence to bridge the gap between conceptual learning and practical approach. The Programme is designed to impart knowledge of diverse areas pertaining to International Business in the following forms. Group discussion, Role play, Case analysis, Debate ,Quiz (for UG students),Data presentation, Mind game, Survey report.

#### **Evaluation:**

- Objective type questions are the perfect evaluation instrument to analyse the strength effect of teaching methodology.
- Teachers' performance was valuedis done through a questionnaire and a through a feedback at the end of each semester.
- Parents - teachers meeting helps to get a valuable report.
- Assignments are given to enhance the knowledge of a subject .
- Problems are given to give practices to students.
- Knowledge Enhancement through regular reading of Journal, Newspaper,
- Magazine which can he utilized for research projects. .
- Quiz, test, exam, online testing, individual and group oral presentations.
- Class room participation and attendance

#### **Significant achievements of the faculty / department**

- Department has achieved distinction in training young graduates and provide cent percent job placement.
- Continuous placement in reputed industries in India and abroad.
- Ranks in university examinations.
- Part-time jobs were arranged for socially backward students.

- Seminars were conducted regularly on current issues.
- Students are encouraged to participate in various events.
- Regular industrial visit to leading industries.
- Proficiency prizes in recognition for excellence in academic performance
- Honorary award to the faculty members:

The Head & the Faculty members of the PG Department was awarded a Cash Incentive of Rs.5,000/- (Rupees Five Thousand Only) during the College Day Celebrations from 2005 onwards and for producing 100% result with first class in the University Examinations held in April 2004 and also for securing Two University Ranks in the very first batch.

#### **Method of Continuous Assessment of students**

The students' academic performances are assessed by conducting tests (both objective and descriptive type) . **Apart from this, for Practice Workshop, our students are involved in collecting documents/ information related to various areas of their subject by visiting concerned offices / organization / Banks and downloading various formats of the documents from various websites and their performance is assessed on the basis of the research.**

#### **Annexure - I**

##### **Seminars and workshop conducted from 2002 onwards :**

1. Inauguration of International Business Association "INFOREX" on 14.08.2002
2. One day Industrial Visit to M/S Stallion Garments and conducted a seminar on Export & Import Procedure on 29.08.02.
3. Guest lecture on " Environmental Factors of Global Business"-13.09.2002
4. Guest lecture on "Internet & E-Commerce" 15.09.2002.
5. Guest lecture on "customs procedure for Import & Exports"-27.02.2003
6. One day State level Inter collegiate Business Quiz Competition - 12.03.2003
7. Guest lecture on E-Commerce & Payment gateways -25.08.2003
8. Guest lecture on Foreign Exchange risk management on 2.9.2003

9. One Day Workshop on Import & Export Documentation 27.12.2003
10. One day National level Inter collegiate Business Quiz Competition on 21.01.2004
11. Guest lecture on interview techniques and body language - 12-3-2004
12. Valedictory function of INFOREX - "Trends and scope of international business" - 18-03-2004
13. Guest lecture on career guidance - 17-06-2004
14. One Day Workshop on Super Memory demo - 5.07.2004.
15. Inauguration of International Business Association "INFOREX" on 26-7-2004
16. Industrial visit to Inland Container Depot - Neelikonampalayam - Coimbatore
17. Chief Executive officer's week on 'Present Scenario in Garment Exports"- 9.8.2004 to 13/8/2005
18. Interdepartmental quiz for UG students - 30-08-2004( prelims) and 2-9-2004 (finals)
19. One Day State level Seminar On Research Methodology-7.9.2004
20. Industrial visit to M/S PONY INDUSTRIES INDIA Ltd - Nilgris - 21-1-2005
21. Two Day workshop on Import & Export Documentation-2.2.05 TO 3.2.05
22. State level inter collegiate quiz competition - 28-02-2005
23. Coinex - 2005 ( display of world currencies, bond , gold coins )- 28-2-2005
24. Trade fair visit - Display of components - CODISSA Trade fair complex - 11-7- 2005
25. Inauguration of International Business Association "INFOREX" on 29-7-2005
26. Chief Executive officer's week on ' Recent trends in International HR Relations"- 29-08-2005-1-09-2005.
27. Alumni meet-29.01.2006

28. National level Seminar on Research Methodology in Business-30.01.2006
29. State level inter collegiate quiz competition – 31-01-2006
30. Arranged to Display of world Currencies Coins as “COINEX- 2006”-31.01.2006
31. One day Industrial Visit to Glen Morgan Tea Estate – Niligiris conducted a seminar on “Tea Export & Import procedure”-22.02.2006.
32. Industrial training report –Lcd presentation –5-7-2006
33. One day Industrial Visit to Cochin Port Trust conducted a seminar on “Logistic Operations”-29.07.2006.Inauguration of International Business Association “INFOREX” - “Strategic Alliance”1.08.2006
35. Two Day Workshop on Export & Import Documentation –1-9-2006 to 2-9-2006.
- 36.Guest Lecturer on Import & Export Management- 23-09-2006
37. Arranged one Day seminar in J.K.Tyres-Bangalore on “ Case study on Strategic Planning”-27.09.2006.
38. Guest Lecturer on “WTO and its Impact”-4.10.2006.
39. Two day Workshop on Mock Interview –18-12-2006 & 19-12-2006
- 40.One Day seminar on “ Enhancing Global Trade”-09.01.2007.
- 41.Alumni Meet – 21-01-2007
42. State level inter collegiate quiz competition – 22-01-2007
- 43.Programme on Mock Interview- 25-01-2007
- 44.Guest Lecture on Personality Programme –27-01-2007.
45. Guest Lecture Programme on Topography and Geography –21-02-2007.
46. Institutional training report –Power point presentation –16-07-2007 to 17-07- 2007.

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