



# AMET

ACADEMY OF MARITIME EDUCATION AND TRAINING  
Deemed to be University Under Section 3 of UGC Act 1956

**AMET BUSINESS SCHOOL**

## **BBA-Shipping-2021-2022-Regulation-E**

### **VISION AND MISSION OF THE UNIVERSITY**

#### **VISION**

To sustain identity as a World Class Leader in Maritime Education and empower learners with wholesome knowledge through progressive innovation in training, research and development which will render students a unique learning experience and a transformation impact on the Global Society.

#### **MISSION**

##### **AMET will strive continuously to:**

- Impart value-based higher education and technical knowledge with uncompromising strides of an outstanding quality.
- Emerge as a Centre of Excellence inculcating skill development in recent technologies in accordance with industrial trends.
- Create World class research capabilities on par with the finest in the world and broaden student's horizons beyond classroom education.
- Nurture talent and entrepreneurship and enable all round personality development in students.
- Empower students from across socio economic strata.
- Make a positive difference to society through technical education.

### **VISION AND MISSION OF AMET BUSINESS SCHOOL**

#### **VISION:**

To continuously upgrade the quality of our curriculum, pedagogy and research pursuits in order to achieve the status of one of the top-ranking institutions in the Maritime Management Education in the world.

#### **MISSION:**

- To be a source of effective value based managerial talent for the sustained development of Maritime Trade, Commerce and Industry not only in India but across the Globe.
- To emerge as a Centre of Excellence in technical, managerial and leadership in maritime trade and business based industrial needs..
- To produce and disseminate world-class, cutting edge research that shapes the way organisations operate and businesses are led and managed.
- To produce world-class, socially responsible, creative leaders and entrepreneurs who think on a global scale.
- To endow students with the educational opportunity belonging to different socio-economic backgrounds.
- To engage meaningfully with maritime trade and business to create a better society.

**ALIGNING THE DEPARTMENT VISION AND MISSION  
WITH THE UNIVERSITY VISION AND MISSION**

<b>Vision / Mission</b>	<b>AMET (Deemed to be University)</b>	<b>AMET Business School</b>
<b>Vision</b>	To sustain identity as a World Class Leader in Maritime Education and empower learners with wholesome knowledge through progressive innovation in training, research and development which will render students a unique learning experience and a transformation impact on the Global Society.	To continuously upgrade the Quality of our Curriculum, Pedagogy and Research pursuits in order to achieve the status of one of the top-ranking institutions in the Maritime Management Education in the World.
<b>Mission-1</b>	Impart value-based higher education and technical knowledge with uncompromising strides of an outstanding quality.	To be a source of effective Value-based Managerial Talent for the sustained development of Maritime Trade, Commerce and Industry not only in India but across the Globe.
<b>Mission-2</b>	Emerge as a Centre of Excellence inculcating skill development in recent technologies in accordance with industrial trends.	To emerge as a Centre of Excellence in technical, managerial and leadership in maritime trade and business based industrial needs.
<b>Mission-3</b>	Create World class research capabilities on par with the finest in the world and broaden student's horizons beyond classroom education.	To produce and disseminate World-class, cutting edge research that shapes the way organisations operate and businesses are led and managed.
<b>Mission-4</b>	Nurture talent and entrepreneurship and enable all round personality development in students.	To produce World-class, Socially Responsible, Creative Leaders and Entrepreneurs who think on a global scale.
<b>Mission-5</b>	Empower students from across socio economic strata.	To Endow students with the educational opportunity belonging to different socio-economic backgrounds.
<b>Mission-6</b>	Make a positive difference to society through technical education.	To engage meaningfully with maritime trade and business, to create a better society.

### Program Educational Objectives (PEOs)

The program educational Objective of the Bachelor of Business Administration (Shipping) is to facilitate the students to:

- PEO1:** Become successful graduates who are competent, innovative and productive in addressing the needs of the Industry or pursue higher education and research.
- PEO2:** Grow professionally with their knowledge and skills throughout their career.
- PEO3:** Demonstrate high standard of ethical conduct, positive attitude and societal responsibilities.

### BBA Program Outcomes (POs)

POs	Description
<b>PO1</b>	<b>Critical Thinking:</b> Apply knowledge of commercial shipping to provide solutions to industry problems.
<b>PO2</b>	<b>Effective Communication:</b> Effectively and efficiently communicate in English by using appropriate media.
<b>PO3</b>	<b>Social Interaction:</b> Arrive at logical conclusion through meaningful social exchange of ideas.
<b>PO4</b>	<b>Effective Citizenship:</b> Apply societal and environmental issues towards national development with civic life volunteering.
<b>PO5</b>	<b>Ethical Norms:</b> Ability to understand, analyze and apply ethical norms in business practices.
<b>PO6</b>	<b>Environment and Sustainability:</b> Addressing environmental issues and work towards sustainable development.
<b>PO7</b>	<b>Self-directed and Life-long Learning:</b> Function effectively as an individual or member of a team and undertake lifelong learning.

### BBA Program Specific Outcomes (PSOs)

PSOs	Description
<b>PSO1</b>	Identify, analyze, interpret and evaluate various issues faced by corporate world with respect to business management, shipping and logistics.
<b>PSO2</b>	Efficiently practice as graduate trainees in the fields such as business management, shipping and logistics.
<b>PSO3</b>	Demonstrate and adopt ethical and socially accepted norms for effective management of diverse environments.

### List of Courses for the Program

**BBA - Semester I**

S.No	Course Code	Course Title	Category	Contact Hours	L	T	P	C
<b>THEORY</b>								
1.	UEBS101	Principles of Management and Organizational Behaviour	PC	3	3	0	0	3
2.	UEBS102	Introduction to Shipping Business	PC	3	3	0	0	3
3.	UEBS103	Business Statistics	PC	4	2	2	0	4
4.	UEBS104	Marketing Management	PC	3	3	0	0	3
5.	UEBS105	Business Economics	PC	3	3	0	0	3
6.	UEBS106	Information Technology for Business	PC	3	3	0	0	3
7.	UEBS107	Business English- I	HSS	2	2	0	0	2
8.	UEMDC01	Universal Human Values I - Induction program	MC -1	3 WEEKS	-	-	-	-
<b>PRACTICAL</b>								
9.	UELECPA	Communication Skills Laboratory - I	HSS	2	0	0	2	1
10.	UEBSITPA	IT tools for Business (Practical)	PC	2	0	0	2	1
<b>TOTAL</b>				<b>25</b>	<b>19</b>	<b>2</b>	<b>4</b>	<b>23</b>

Note: L- Lecture      T- Tutorial      P – Practical      C- Credit

PC – Professional Core  
EOC – Employment Opportunity Course  
PE – Professional Elective  
OE – Open Elective (Open Electives are offered by Other Departments)  
MC- Mandatory Course  
HSS - Humanities and Social Science  
IV - Industrial Visit

**BBA - Semester: II**

S. No	Course Code	Course Title	Category	Contact Hours	L	T	P	C
<b>THEORY</b>								
1	UEBS201	Business Accounting	PC	4	2	2	0	4
2	UEBS202	International Trade	PC	3	3	0	0	3
3	UEBS203	Economics of Sea Transport	PC	3	3	0	0	3
4	UEBS204	Human Resource Management	PC	3	3	0	0	3
5	UEBS205	Foreign Exchange Markets	PC	4	4	0	0	4
6	UEBS206	Business English – II	HSS	2	2	0	0	2
8	UEMDC02	Environmental Sciences	MC -2	2	2	0	0	0
9	UEMDC03	Gender Sensitization	MC- 3	2	2	0	0	0
<b>PRACTICAL</b>								
	UELECPB	Communication skills lab –II	HSS	2	0	0	2	1
<b>TOTAL</b>				<b>25</b>	<b>21</b>	<b>2</b>	<b>2</b>	<b>20</b>

**BBA - Semester: III**

S. No	Course Code	Course Title	Category	Contact Hours	L	T	P	C
<b>THEORY</b>								
1.	UEBS301	Financial Management	PC	4	4	0	0	4
2.	UEBS302	Logistics Management	PC	3	3	0	0	3
3.	UEBS303	Ports and Terminals Management	PC	3	3	0	0	3
4.	UEBS304	Multimodal Transportation	PC	3	3	0	0	3
5.	UEBS305	Economic Geography	PC	3	3	0	0	3
6.	UEBS306	Retail Management	PC	3	3	0	0	3
7.	UEMDC04	Constitution of India	MC -4	2	2	0	0	0
<b>PRACTICAL</b>								
8.	UELEPC	Interpersonal Communication	HSS	2	0	0	2	1
9.	UEVCC01	Value Added Training Program-I	EOC	2	-	-	2	-
<b>TOTAL</b>				<b>25</b>	<b>21</b>	<b>0</b>	<b>4</b>	<b>20</b>

**BBA - Semester: IV**

S. No	Course Code	Course Title	Category	Contact Hours	L	T	P	C
<b>THEORY</b>								
1.	UEBS401	Liner Trade	PC	4	4	0	0	4
2.	UEBS402	Marine Insurance	PC	4	4	0	0	4
3.	UEBS403	Supply Chain Management	PC	4	4	0	0	4
4.	UEBS404	Sales and Distribution Management	PC	3	3	0	0	3
5.	UEMDC06	Essence of Indian Knowledge Tradition	MC -5	2	2	0	0	0
6.		Professional Elective – I	PE	3	3	0	0	3
7.		Open Elective – I	OE	3	3	0	0	3
8.	UEMDC05	Universal Human Values 2- Understanding Harmony	MC -6	3	3	0	0	3
<b>PRACTICAL</b>								
9.	UELECPD	Professional communication	HSS	2	0	0	2	1
10.	UEVCC03	Value Added Training Program-II	EOC	2	-	-	2	-
<b>TOTAL</b>				<b>30</b>	<b>26</b>	<b>0</b>	<b>4</b>	<b>25</b>

<b>PROFESSIONAL ELECTIVE - I</b>								
1	UEBS405A	Management Information System and Business Intelligence	PE	3	3	0	0	3
2	UEBS405B	Business Law	PE	3	3	0	0	3
3	UEBS405C	Total Quality Management	PE	3	3	0	0	3
4	UEBS405D	SWAYAM / MOOCs Course	PE	3	3	0	0	3

**BBA - Semester: V**

S. No	Course Code	Course Title	Category	Contact Hours	L	T	P	C
<b>THEORY</b>								
1.	UEBS501	Warehouse and Inventory Management	PC	3	3	0	0	3
2.	UEBS502	Chartering Principles and Ship Management	PC	3	3	0	0	3
3.	UEBS503	Export and Import Trade	PC	3	3	0	0	3
4.	UEBS504	Legal Aspects of Shipping	PC	3	3	0	0	3
5.	UEBS505	Research Methods	PC	3	3	0	0	3
6.		Professional Elective – II	PE	3	3	0	0	3
7.		Open Elective – II	OE	3	3	0	0	3
8.	UEVCC02	Industrial Visit	IV	-	-	-	-	-
<b>PRACTICAL</b>								
9.	UEVCC05	Value Added Training Program-III	EOC	2	-	-	2	-
<b>Total</b>				<b>23</b>	<b>21</b>	<b>0</b>	<b>2</b>	<b>21</b>

<b>PROFESSIONAL ELECTIVE - II</b>								
1	UEBS506A	Learning and Development	PE	3	3	0	0	3
2	UEBS506B	Business Analytics using Python	PE	3	3	0	0	3
3	UEBS506C	Strategic Cost Management	PE	3	3	0	0	3
4	UEBS506D	SWAYAM / MOOCs Course	PE	3	3	0	0	3

**BBA - Semester: VI**

S. No	Course Code	Course Title	Category	Contact Hours	L	T	P	C
<b>THEORY</b>								
1	UEBS601	Entrepreneurship Management	PC	3	3	0	0	3
2	UEBS602	Corporate Governance	PC	3	3	0	0	3
3		Professional Elective – III	PE	3	3	0	0	3
<b>PRACTICAL</b>								
4	UEBS6PA	Major Project	Project	10	0	0	10	5
<b>TOTAL</b>				<b>19</b>	<b>9</b>	<b>0</b>	<b>10</b>	<b>14</b>

<b>PROFESSIONAL ELECTIVE</b>								
1	UEBS603A	Industrial Marketing	PE	3	3	0	0	3
2	UEBS603B	Enterprise Resource Planning	PE	3	3	0	0	3
3	UEBS603C	Digital and Social Media Marketing	PE	3	3	0	0	3
4	UEBS603D	SWAYAM / MOOCs Course	PE	3	3	0	0	3

**Total Number of Credits: 123 Credits**

**Under-Graduate Level - Open Electives (OE\*) offered in 4<sup>th</sup>, 5<sup>th</sup>, 6<sup>th</sup> and 7<sup>th</sup> Semester to Other Departments**

**OPEN ELECTIVE**

Course Code	Name of the Course	Category	Contact Hours	L	T	P	C
<b>SEMESTER-IV</b>							
UEBSOE01	Managing People and Organization	OE	3	3	0	0	3
UEBSOE02	Behavioural Science	OE	3	3	0	0	3
<b>SEMESTER-V</b>							
UEBSOE03	Basics of Entrepreneurship Development	OE	3	3	0	0	3
UEBSOE04	Fundamentals of Marketing	OE	3	3	0	0	3
<b>SEMESTER-VI</b>							
UEBSOE05	Organizational Development	OE	3	3	0	0	3
UEBSOE06	Customer Relationship Management	OE	3	3	0	0	3
<b>SEMESTER-VII</b>							
UEBSOE07	Sales Management	OE	3	3	0	0	3
UEBSOE08	Financial Markets	OE	3	3	0	0	3

Semester	Contact Hours	Lecture	Tutorial	Practical	Credits
Semester 1	25	19	2	4	23
Semester 2	25	21	2	2	20
Semester 3	25	21	0	4	20
Semester 4	30	26	0	4	25
Semester 5	23	21	0	2	21
Semester 6	19	9	0	10	14
<b>Total</b>	<b>149</b>	<b>117</b>	<b>4</b>	<b>28</b>	<b>123</b>

### Distribution of Credits

Humanities	Professional Core	Professional Elective	Open Elective	Project /Internship	Total
11	92	9	6	5	123

