



AMET UNIVERSITY

(Deemed to be University Under Section 3 of UGC Act 1956)

LEARNING OUTCOMES DEFINED

The Learning Outcomes for all the Open and Distance Learning (ODL) Courses of MBA-Shipping and Logistics Management, Bachelor of Business Administration (BBA) and Bachelor of Commerce (B.Com) are well defined. The learning outcomes are available in the syllabi of MBA-Shipping and Logistics Management, Bachelor of Business Administration (BBA) and Bachelor of Commerce (B.Com) programmes.

Dr.J.Rengamani

Director-ODL

Dr. J. RENGAMANI, MBA., Ph.D.,
Director, ODL-OL
Centre for Online and Distance Education (CODE)
AMET Deemed to be University
Kanathur, Chennai - 603 112.



AMET
UNIVERSITY
Deemed to be University under Section 3 of UGC Act 1956

Centre for Open and Distance Education

Bachelor of Business Administration (BBA)

LEARNING OUTCOMES



J. Rengamani

Dr. J. RENGAMANI, MBA., Ph.D.,
Director, ODL-OL
Centre for Online and Distance Education (CODE)
AMET Deemed to be University
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CBCS CURRICULUM – 2023-24

Course Name: BBA

SEMESTER - I



Program	BBA – Shipping											
Course Code CDOEBB101D	Course Name BUSINESS ENGLISH -I							L	T	P	C	
								2	0	0	2	
Year and Semester	I Year (I Semester)											
Course Category	Foundation				Core				Elective			
	✓											
Course Objective	<ol style="list-style-type: none"> To acquaint the learners with the fundamentals of communication and help them to transform their communication abilities in business environment. To help the learners acquire the techniques and nuances of preparing letters and memos used in business correspondence. To facilitate the students with required vocabulary to communicate effectively. To enhance the learners to understand the syntactic and semantic aspects of business writing. To demonstrate an understanding of preparing and presenting business reports and minutes. 											
Course Outcome	At the end of the course, the student should be able to:											
	CO	Course Outcome									BTL	
	CO1	To communicate with others in practical, business-oriented situations.									K1	
	CO2	Identify the proper tone of language required in writing and speaking in business communication.									K4	
	CO3	Relate between letters and memos and various forms of Business Communication.									K2	
	CO4	Display knowledge on grammar and other linguistic features in writing various forms of business communication.									K3	
	CO5	Write business reports, minutes, proposals etc.									K3	
	CO6	Present the report and memos in front of an audience.									K3	
Pos/COs	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PSO1	PSO2	PSO3	PSO4	
CO1	2	3	-	-	-	-	-	-	-	-	-	
CO2	2	3	-	-	-	-	2	-	-	-	-	
CO3	2	3	-	-	-	-	-	-	-	-	-	
CO4	2	3	-	-	-	-	2	-	-	-	-	
CO5	2	3	-	-	-	-	-	-	-	-	-	
CO6	2	3	-	-	-	-	2	-	-	-	-	
average	2.00	3.00	-	-	-	-	2.00	-	-	-	-	
Correlation Levels	1. Slight (Low)				2. Moderate (Medium)			3. Substantial (High)				



UNIT I

Reading: You Can Win by Shiv Khera : Chapter 1 - Importance of Attitude - **Writing:** Principles of Business Correspondence - Discourse Markers - **Listening:** Listening to Different Accents - **Speaking:** Greeting and Taking Leave - **Vocabulary:** Business Terms, Abbreviations and Acronyms - **Grammar:** Parts of Speech, Framing Questions.

UNIT II

Reading: “Give us a Role Model” - an extract from Ignited Minds by Dr. APJ Abdul Kalam - **Writing:** Jumbled Sentences - **Listening:** Listening to Intonation Patterns - **Speaking:** Making Requests - **Vocabulary:** Word Formation (noun-verb-adj.-adv.) - **Grammar:** Tenses.

UNIT III

Reading: History of Red Cross - Henry Dunant - **Writing:** Describing a Process, Cause and Effect Expressions - **Listening:** Listening to Business Conversations - **Speaking:** Apologizing and Inviting - **Vocabulary:** Homonyms, Homophones, Homographs - **Grammar:** Subject - Verb Agreement.

UNIT IV

Reading: Say Not, The Struggle Nought Availeth by Arthur Hugh Clough. – **Writing:** Formal and Informal Letters - **Listening:** Customer Relationship Management - **Speaking:** Congratulating, Offering Sympathy and Condolence - **Vocabulary:** Phrasal Verbs - **Grammar:** Active Voice and Passive Voice.

UNIT V

Reading: Pippa’s Song by Robert Browning - **Writing:** Writing Essays - **Listening:** Employment Trends - **Speaking:** Discussing an Advertisement - **Vocabulary:** Idioms - **Grammar:** Degrees of Comparison.

Text Book

1. Kuldip Jaidka, Alwinder Dhillon, and Parmod Kumar Singla, (2007) English & Communication Skills, Chandigarh: Abhishek Publications

References

1. Interface 1, Publisher: Cambridge University Press India Pvt. Ltd
2. Parikh J P, Surve A, Swarnabharati and Bahrainwala A (2011) Business Communication: Basic Concepts and Skills, Chennai: Orient Blackswan.
3. Murphy, R (2009) Essential Grammar in Use, London: Cambridge.
4. Samson, T, (2011) *Business English*, New Delhi: Tata McGraw-Hill Publishing Limited.



Program		BBA – Shipping																																		
Course Code CDOEBB102D		Course Name : COMMUNICATION SKILLS-I								L	T	P	C																							
										1	0	0	1																							
Year and Semester		I Year (I Semester)																																		
Course Category		Foundation				Core				Elective																										
		✓																																		
Course Objective		1. To listen conversation and motivational speeches. 2. To enable students speaking effectively in real life situations and soft skills. 3. To equip them with employability skills to enhance their prospect of placements.																																		
Course Outcome		At the end of the course, the student should be able to: <table border="1" style="width:100%; border-collapse: collapse;"> <thead> <tr> <th style="width:10%;">CO</th> <th style="width:80%;">Course Outcome</th> <th style="width:10%;">BTL</th> </tr> </thead> <tbody> <tr> <td>CO1</td> <td>Communicate with others in practical, business-oriented situations</td> <td>K1</td> </tr> <tr> <td>CO2</td> <td>Identify the proper tone of language required in writing and speaking in business communication.</td> <td>K4</td> </tr> <tr> <td>CO3</td> <td>Relate between letters and memos and various forms of Business Communication.</td> <td>K2</td> </tr> <tr> <td>CO4</td> <td>Display knowledge on grammar and other linguistic features in writing various forms of business communication.</td> <td>K3</td> </tr> <tr> <td>CO5</td> <td>Write business reports, minutes, proposals etc.,</td> <td>K3</td> </tr> <tr> <td>CO6</td> <td>Present the report and memos in front of an audience.</td> <td>K3</td> </tr> </tbody> </table>														CO	Course Outcome	BTL	CO1	Communicate with others in practical, business-oriented situations	K1	CO2	Identify the proper tone of language required in writing and speaking in business communication.	K4	CO3	Relate between letters and memos and various forms of Business Communication.	K2	CO4	Display knowledge on grammar and other linguistic features in writing various forms of business communication.	K3	CO5	Write business reports, minutes, proposals etc.,	K3	CO6	Present the report and memos in front of an audience.	K3
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PPOs / COs	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12	PSO1	PSO2	PSO3																					
CO1	-	-	-	-	-	3	2	2	3	3	-	3	-	-	-																					
CO2	-	-	-	-	-	2	2	2	3	3	-	3	-	-	-																					
CO3	-	-	-	-	-	3	2	2	3	3	-	3	-	-	-																					
CO4	-	-	-	-	-	2	2	2	3	3	-	3	-	-	-																					
CO5	-	-	-	-	-	3	2	2	3	3	-	3	-	-	-																					
CO6	-	-	-	-	-	2	2	2	3	3	-	3	-	-	-																					
AVERAGE						2.5	2.0	2.0	3.0	3.0		3.0																								
CORRELATION LEVELS				1. SLIGHT (LOW)				2. MODERATE (MEDIUM)				3. SUBSTANTIAL (HIGH)																								



Unit I Fundamentals of Communication

Communication Cycle, Levels of communication; Flow of communication; Communication networks; General and Technical Communication.

Unit II Listening and Speaking

Types of listening - Listening to lectures, dialogues from TV/radio/Podcast – motivational speeches – Self-introduction - JAM

Unit III Reading and Technical Writing Skills

Reading Comprehension tests ranging from magazine and newspapers – strategies of reading – summarize a text – Writing job applications – Cover letter – Resume

Unit IV Soft Skills

Human values – intercultural communication – learning strategies – lateral thinking - Motivation - career planning

Unit V Interview Skills

Kinds of interviews – Required Key Skills – Corporate culture – Mock interviews- FAQ- Online Interview- Panel Interview -Video samples.

Reference Books

Business English Certificate Materials, Cambridge University Press

Communication Skills. Sanjay Kumar and Pushpa Latha, Oxford University Press, 2011

Exercises in Spoken English Part – I – III, Hyderabad, Oxford University Press.

<http://www.oxforddictionaries.com/words/writing-job-applications>

Software

1. Orell Talk
2. EWL (English Edu. – Will. Wordsworth – Language Lab)



Program	BBA – Shipping				
Course Code CDOEBB103D	Course Name	L	T	P	C
	Principles of Management and Organizational Behaviour	3	0	0	3
Year and Semester	I (I Semester)				
Course Category	Core	Elective			
	✓				
Course Objective	1. To understand the evolution and functions of management 2. To gain knowledge about planning and organizing 3. To know about the directing and controlling 4. To learn about the theories of motivation and leadership 5. To study the importance of organizational behavior				
Course Outcome	On successful completion of the course, the students will be able to				
	CO	Course Outcome			BTL
	CO1	Explain the evolution and functions of management			K2
	CO2	Explain the importance of planning and organizing			K2
	CO3	Examine the directing and controlling process			K4
	CO4	Examine the motivational theories and types of personality			K4
	CO5	Identify the behavioral aspects in an organization			K3
	CO6	Apply the managerial skills in an organization			K3

POs/ COs	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PSO1	PSO2	PSO3	PSO4
CO1	-	-	2	2	3	-	3	2	2	3	3
CO2	2	2	2	2	3	2	3	2	2	3	3
CO3	2	2	2	2	3	2	3	2	2	3	3
CO4	-	-	2	2	3	-	3	2	2	3	3
CO5	-	-	2	2	3	-	3	2	2	3	3
CO6	2	2	2	3	3	2	3	2	2	3	3
Average	2.00	2.00	2.00	2.17	3.00	2.00	3.00	2.00	2.00	3.00	3.00
Correlation Levels	1. Slight (Low)			2. Moderate (Medium)			3. Substantial (High)				



UNIT 1: NATURE OF MANAGEMENT

Definition and importance of management, Functions and Process of Management, planning, organizing, staffing, leading and motivating, controlling. Managerial levels, managerial skills. Schools of Management Thought: Scientific Management School, Fayol's Contribution.- **Case Study**

UNIT2: PLANNING AND ORGANIZING

Planning Concept, definitions and importance, types of plans, essential features of planning, principles of planning, steps in planning process, barriers in planning – **Organizing** principles of organization, Formal and informal organization, Line structure, Line and staff structure, Functional structure, Matrix structure, Committees, Authority, responsibility, accountability, delegation of authority, departmentation, decentralization, Span of Control.- **Case Study**

UNIT3: DIRECTING AND CONTROL

Directing: General principles of directing, MBO, MBE models. **Controlling:** Definitions, importance of controlling, types and techniques of control, essentials of good control systems, budgetary and non-budgetary control.

UNIT4: MOTIVATION AND LEADERSHIP

Definition, Theories-Maslow, Herzberg, McClelland, Vroom's Theory, Equity Theory and Contemporary Theories, Leadership: Concept, Theories, and Styles of Leadership. Theory X and Y styles. Personality of Business and Social leaders

UNIT5: ORGANIZATIONAL BEHAVIOUR

Introduction to Organizational Behavior, Definition of Personality, Theories of Personality, Factors influencing Personality – Perception and factors distorting Perception, Johari's window of Self Awareness. Ta.- **demonstration (Individual Performance)**

TEXT BOOKS :

1. Management - Theory & Practice, C.B. Gupta, Publisher: Sultan Chand & Co
2. Principles of Management, P.N.Tripathi, Publisher: Tata Mcgraw Hill

REFERENCES

1. Essentials of management - Koontz and Odonell, Publisher: Tata Mcgraw Hill
2. Organisational behavior - S.Robins, Publisher: Pearson Education
3. Organizational behavior - F Luthans, Publisher: Tata Mcgraw Hill



Program		BBA Shipping																														
Course Code CDOEBB104D		Course Name : Introduction to Shipping Business						L	T	P	C																					
Year and Semester		I (I Semester)						3	0	0	3																					
Course category		Core			Elective																											
Course Objective		<ol style="list-style-type: none"> To gain knowledge on the scope, functions and challenges of shipping business. To understand the specifications of ship To familiarize the classification of cargoes To understand the classification of ships To learn the shipping organizations and International Commercial Terms To study the concepts of shipping business 																														
Course Outcome		<p>On successful completion of the course, the students will be able to</p> <table border="1"> <thead> <tr> <th>CO</th> <th>Course Outcome</th> <th>BTL</th> </tr> </thead> <tbody> <tr> <td>CO1</td> <td>Explain the scope, functions and challenges of shipping business</td> <td>K2</td> </tr> <tr> <td>CO2</td> <td>Examine basic specifications of a ship</td> <td>K4</td> </tr> <tr> <td>CO3</td> <td>Explain the types of cargoes carried by ships</td> <td>K2</td> </tr> <tr> <td>CO4</td> <td>Explain the types of ship used in sea transportation</td> <td>K2</td> </tr> <tr> <td>CO5</td> <td>Explain the different shipping organisations and INCOTERMS</td> <td>K2</td> </tr> <tr> <td>CO6</td> <td>Apply the concepts of shipping business</td> <td>K3</td> </tr> </tbody> </table>										CO	Course Outcome	BTL	CO1	Explain the scope, functions and challenges of shipping business	K2	CO2	Examine basic specifications of a ship	K4	CO3	Explain the types of cargoes carried by ships	K2	CO4	Explain the types of ship used in sea transportation	K2	CO5	Explain the different shipping organisations and INCOTERMS	K2	CO6	Apply the concepts of shipping business	K3
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Pos/ COs	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PSO1	PSO2	PSO3	PSO4																					
CO1	3	-	-	-	2	3	3	3	2	2	3																					
CO2	2	-	-	-	-	2	3	2	-	2	3																					
CO3	2	-	-	-	-	2	3	2	-	2	3																					
CO4	3	3	3	2	3	3	3	2	-	2	3																					
CO5	3	3	2	-	3	3	3	2	2	2	3																					
CO6	3	3	2	2	3	3	3	2	2	2	3																					
average	2.67	3.00	2.33	2.00	2.75	2.67	3.00	2.17	2.00	2.00	3.00																					
Correlation Levels		1. Slight (Low)			2. Moderate (Medium)			3. Substantial (High)																								



UNIT 1: OVERVIEW OF SHIPPING BUSINESS

Functions and scope of shipping, Challenges faced by the shipping industry. Overview of Maritime Nations, Oceans, Seas, Maritime Canals and Shipping Sectors. Maritime India Vision 2030.

UNIT 2: BASIC SPECIFICATIONS OF A SHIP

Length Over All, Length At the Waterline, Length Between Perpendiculars, Beam, DWT, Gross Tonnage, Net Tonnage, Draught, Hull, Ballast, Methods of tonnage measurement, Concept of Displacement, Load Lines.

UNIT 3: CLASSIFICATION OF CARGOES

Dry Bulk Cargoes, Liquid Bulk Cargoes, General Merchandise, UNITization of Cargoes, Containerization of Cargoes-Types of Containers.

UNIT 4: CLASSIFICATION OF SHIPS

Bulk Carriers-Handy, Handy max, Panamax, Supramax, Cape Size; Tankers-LR, MR, VLCC, ULCC, Aframax, Suezmax; Container Ships.

UNIT5: SHIPPING PRACTITIONERS AND INCOTERMS.

Ship Owner and Operators, Ship Agents and Brokers, Ship Financiers and Insurers, Ship Chandlers, Maritime Administrators, Ship Classification Societies, Ship Builders, Freight Forwarders, NVOCC's; International Commercial Terms (INCOTERMS-2020) and shipping related responsibilities of seller and buyer for various INCOTERMS-2020.

TEXT BOOKS:

1. Alan E.Branch, Elements of shipping, Publisher: Sterling/ Routledge, 2005
2. Peter Brodie, Commercial Shipping Handbook, Publisher: Lloyd's of London Press, 2017

REFERENCE:

Lane C. Kendall and James J.Buckley, The Business of Shipping, Publisher: Cornell Maritime Press, 2007



Program		BBA Shipping																															
Course Code CDOEBB105D		Course Name : Business Statistics						L 2	T 1	P 0	C 3																						
Year and Semester		I (I Semester)																															
Course category		Core ✓			Elective																												
Course Objective		<ol style="list-style-type: none"> 1. To understand the Statistical concepts for business. 2. To study the measures of central tendency and variations. 3. To learn the practical aspects of Correlation and Regression Analysis 4. To acquire knowledge on Index numbers 5. To gain knowledge on forecasting techniques and time series analysis. 																															
Course Outcome		On successful completion of the course, the students will be able to <table border="1" style="width: 100%; border-collapse: collapse;"> <thead> <tr> <th>CO</th> <th>Course Outcomes</th> <th>BTL</th> </tr> </thead> <tbody> <tr> <td>CO1</td> <td>Identify the types of data</td> <td>K3</td> </tr> <tr> <td>CO2</td> <td>Categorize the measures of central tendency and variation of data</td> <td>K4</td> </tr> <tr> <td>CO3</td> <td>Analyse the correlation and regression analysis</td> <td>K4</td> </tr> <tr> <td>CO4</td> <td>Examine the application of Index numbers</td> <td>K4</td> </tr> <tr> <td>CO5</td> <td>Analyse the time series for business forecasting</td> <td>K4</td> </tr> <tr> <td>CO6</td> <td>Apply the statistical tools for Business decisions</td> <td>K3</td> </tr> </tbody> </table>											CO	Course Outcomes	BTL	CO1	Identify the types of data	K3	CO2	Categorize the measures of central tendency and variation of data	K4	CO3	Analyse the correlation and regression analysis	K4	CO4	Examine the application of Index numbers	K4	CO5	Analyse the time series for business forecasting	K4	CO6	Apply the statistical tools for Business decisions	K3
CO	Course Outcomes	BTL																															
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Pos/ COs	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PSO1	PSO2	PSO3	PSO4																						
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CO5	2	2	-	-	2	-	3	2	2	-	3																						
CO6	2	2	-	-	2	-	3	2	2	-	3																						
Average	2.00	2.00	-	-	2.00	-	2.33	2.00	2.00	-	2.33																						
Correlation Levels		1. Slight (Low)			2. Moderate (Medium)			3. Substantial (High)																									



UNIT 1: FUNDAMENTALS OF BUSINESS STATISTICS

Definition, Function and Scope of Statistics, Collection and Presentation of Data - Statistical data – Primary and Secondary; Methods of collection of Primary data; Tabular Data Presentation - Classification of Data, Frequency Distribution-Discrete and Continuous frequency distribution; Visual Analytics - Bar, Pie, Stacked, Deviated Bar diagrams; Graphical representation of data-Line graph, Histogram, Frequency Curve, Ogives

UNIT 2: MEASURES OF CENTRAL TENDENCY AND VARIATION

Arithmetic Mean, Weighted A.M, Median, Mode, Applications of central tendency; Measures of Variation: Range, Quartile Deviation, Mean deviation, Standard Deviation, Lorenz Curve; **Comparison of consistency** - Co-efficient of Variation, Interpreting.

UNIT 3: CORRELATION ANALYSIS

Objectives, Scatter Diagram Method, Karl Pearson's Coefficient of Correlation, Spearman's Rank Correlation.

UNIT 4 : REGRESSION ANALYSIS

Equation of Regression lines – Y on X, X on Y, Standard Error Estimate, Application of Regression Analysis

UNIT 5 : BUSINESS FORECASTING THROUGH TIME SERIES ANALYSIS

Definition of Time Series, Components of Time Series, Method of Semi-averages, Moving Averages method, Method of Straight Line. Cost of living index number (CLI), Uses of CLI and its applications, Uses and limitations of index numbers, Business Forecasting

TEXT BOOKS :

1. Business Statistics – S.P.Gupta and M.P.Gupta, Publisher: Sultan Chand & Sons.(2018)
2. Statistical Methods, S.P.Gupta, Publisher: Sultan Chand and Company(2014)

REFERENCES :

1. Business Statistics, J.K.Sharma, Publisher: Pearson India. (2019)
2. Statistics for Management, Richard Levin, Publisher: Pearson, (2011)



Program		BBA Shipping										
Course Code CDOEBB106D		Course Name : Marketing Management						L	T	P	C	
								3	0	0	3	
Year and Semester		I (I Semester)										
Course Category		Core			Elective							
		✓										
Course Objective		<ol style="list-style-type: none"> 1. To learn the basics of marketing and market environment 2. To understand the concept of product decisions 3. To gain the knowledge of pricing 4. To know about the forms of distribution channels 5. To gain knowledge on promotion 										
Course Outcome		On successful completion of the course, the students will be able to										
		CO	Course Outcomes								BTL	
		CO1	Explain the marketing concepts and market environment factors								K2	
		CO2	Explain the product decision and new product development								K2	
		CO3	Examine the pricing strategy								K3	
		CO4	Identify the different forms of distribution channels								K4	
		CO5	Analyse product promotion								K4	
		CO6	Apply marketing and product mix for profitability								K3	
Pos/ COs	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PSO1	PSO2	PSO3	PSO4	
CO1	3	3	3	3	3	2	3	3	3	3	3	
CO2	3	3	2	2	3	2	3	2	3	3	3	
CO3	2	2	2	2	2	2	2	2	2	2	2	
CO4	3	3	2	2	2	2	3	3	2	2	3	
CO5	3	3	3	2	3	2	3	3	3	3	3	
CO6	3	3	3	3	3	3	3	3	3	3	3	
Average	2.83	2.83	2.50	2.33	2.67	2.17	2.83	2.67	2.67	2.67	2.83	
Correlation Levels		1. Slight (Low)			2. Moderate (Medium)			3. Substantial (High)				



UNIT1: INTRODUCTION TO MARKETING

Introduction, Definition of Market, Meaning and Definition of Marketing, Scope, Importance and Functions of Marketing, Difference between Marketing and Selling, Core Concepts of Marketing, Marketing Environment – Micro and Macro.

UNIT 2: PRODUCT DECISIONS

Product: Concept- definition- Needs- classification of product-level of product- major product decisions- product design- product line and product mix- branding- packaging- labelling. Product life cycle- Strategic implications- New product Development.

UNIT 3: PRICING DECISIONS

Pricing: Meaning- types- nature- scope- importance of price in the Marketing Mix - factors affecting pricing- price determination- pricing policies- strategies.

UNIT4: DISTRIBUTION DECISIONS

Distribution channel: Meaning- Nature- Scope- functions- types- intermediaries- Channel Management- Channel management decisions. Physical distribution- intermediaries- scope- importance- functions.

UNIT5: PROMOTION

Promotion decisions- communication process- promotion mix- advertising- personal selling- sales promotion- publicity and public relations. Advertisement - Message - copy writing - Media strategy, Characteristics of an Effective Advertisement sales promotion- tools and techniques.

TEXT BOOKS

1. Marketing Management, Rajan Saxena, 6th edition, Tata McGraw Hill, 2019
2. Marketing Management, Ramaswamy, V.S. and Namakumari, S., 6th edition, Sage Publications, 2018
3. Marketing Management: Text and Cases, Tapan K. Panda, 2/e, Excel Books, 2008

REFERENCES :

1. Marketing Management, Philip Kotler, Kevin lane Keller, Alexander Chernev, Jagdish N. Sheth, G.Shainesh 16th edition, Pearson, 2022



Program	BBA Shipping					
Course Code CDOEBB107D	Course Name: Information Technology for Business		L	T	P	C
			2	1	0	3
Year and Semester	I (I Semester)					
Course category	Core	Elective				
	✓					
Course Objective	1. To relate Information Technology with business. 2. To know the fundamentals of computers. 3. To identify the basic concepts of database. 4. To familiarize the concepts of data communication and network. 5. To learn the security issues and block chain concepts.					
Course Outcome	On successful completion of the course, the students will be able to					
	CO	Course Outcomes			BTL	
	CO1	Explain Information Technology for business			K2	
	CO2	Explain the Hardware, Software and working of systems			K2	
	CO3	Examine the concepts of data organization and DBMS			K4	
	CO4	Identify the importance of computer networks			K3	
	CO5	Identify the security issues in computer networks			K3	
	CO6	Apply the recent trends of computer application in business			K3	

Pos/ COs	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PSO1	PSO2	PSO3	PSO4
CO1	3	-	-	-	3	-	3	3	2	-	3
CO2	2	-	-	-	2	-	3	2	2	-	3
CO3	3	-	2	-	2	-	3	3	2	2	3
CO4	2	-	2	-	3	2	3	2	2	2	3
CO5	3	-	2	2	3	3	3	3	2	2	3
CO6	3	-	2	2	3	3	3	3	2	2	3
Average	2.67	-	2.00	2.00	2.67	2.67	3.00	2.67	2.00	2.00	3.00

Correlation Levels	1. Slight (Low)	2. Moderate (Medium)	3. Substantial (High)
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UNIT 1: OVERVIEW OF INFORMATION TECHNOLOGY AND BUSINESS

Concepts of data, information and computer-based information system- impact of information technology on business (business data processing, intra-organizational and inter-organizational communication by using network technology, business process and knowledge process outsourcing).

UNIT 2: PROCESSING IN COMPUTER SYSTEM

Types of Information System - Transaction Processing System (TPS), Management Information System (MIS), Decision Support System (DSS), Knowledge Management System (KMS) - Recent trends in information technology (brief ideas) – Enterprise computing ,mobile communication, smart card.

UNIT 3: DATA BASE MANAGEMENT SYSTEM

Data Base Management System: Character, field, record, file and database. Concept of Data Base Management System, Important terms of Database [including Entity, Attribute, Primary Key, Foreign Key, Candidate Key, Referential integrity, Table, Views, Data Dictionary]. Types of database [hierarchical, network and relational].Basic ideas of Data Warehouse and Data mining.

UNIT 4: COMPUTER NETWORK

Computer Networks: Network Concept, Types: Local Area Network (LAN), Metropolitan Area Network (MAN), Wide Area Network (WAN), Value-Added Network (VAN), Storage Area Network (SAN). Various Topologies: Bus, Star, Ring, Mesh, Tree. Concepts of Internet Intranet and Extranet, IP Address.

UNIT 5: COMPUTER SECURITY

Security threats - Virus, Trojan, Hacking, Spam. Security Measures - Firewall, Antivirus software, introduction to blockchain concepts – Cryptographic concepts- Hashing - private vs public blockchain - Bit Coin.

TEXT BOOKS:

1. Turban, Rainer and Potter, Introduction to Information Technology, Wiley Publications, 2013
2. ITLESL, Introduction to Information Technology, Pearson Publications, 2017
3. Sinha & Sinha, Fundamentals of Computers, BPB Publication, 2018
4. Ramesh Behl, Information Technology for Management, TMH Publications, 2011

REFERENCE

1. Sudalaimuthu & Hariharan, ”Information Technology for Managers” , HPH Publications, 2011



Program	BBA Shipping					
Course Code CDOEBB108D	Course Name: IT Tools for Business		L	T	P	C
			1	0	0	1
Year and Semester	I (I Semester)					
Course Category	Core	Elective				
	✓					
Course Objective	1.To understand word-processor to generate documents with appropriate formatting, layout, review and referencing. 2.To familiarize with power point preparation 3.To know data in worksheets and workbooks and analyze it using spreadsheet functions and inbuilt formulas.					
Course Outcome	On successful completion of the course, the students will be able to					
	CO	Course Outcomes			BTL	
	CO1	Analyse word processor in creation of the official document.			K4	
	CO2	Examine PowerPoint document preparation and presentation			K4	
	CO3	Apply the spreadsheets and worksheets for data presentation			K2	
CO4	Apply the information technology tools in business decisions			K2		

Pos/ COs	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PSO1	PSO2	PSO3	PSO4
CO1	3	-	-	-	3	-	3	3	2	-	3
CO2	2	-	-	-	2	-	3	2	2	-	3
CO3	3	-	2	-	2	-	3	3	2	2	3
CO4	2	-	2	-	3	2	3	2	2	2	3
Average	2.67	-	2.00	2.00	2.67	2.67	3.00	2.67	2.00	2.00	3.00

Correlation Levels	1. Slight (Low)	2. Moderate (Medium)	3. Substantial (High)
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Create a appointment order letter for 20 candidates with their job description, salary details and joining date using mail merge.

Exercise 1: Creating and saving your document, displaying different views, working with styles and character formatting, working with paragraph formatting techniques using indents, tabs, alignment, spacing, bullets and numbering and creating borders;

Exercise 2: Page setup and sections: Setting page margins, orientation, headers and footers, end notes and foot notes, creating section breaks and page borders;

Exercise 3: Working with tables: Creating tables, modifying table layout and design, sorting, inserting graphics in a table, table math, and converting text to table and vice versa; Spell check your document using inbuilt and custom dictionaries, checking grammar and style, using thesaurus and finding and replacing text;

Exercise 5: Mail merge: Creating and editing your main document and data source, sorting and filtering merged documents and using merge instructions

MSPOWERPOINT – PRESENTATION

Create a presentation on any research topic

Exercise 1: Understanding the concept of Slide Shows, Basic elements of a slide, Different types of Slide Layouts, Creating and saving a Presentation, Different views of a slide: Normal view, Slide Sorter view and Slide Show.

Exercise 2: Editing and Formatting a slide: Adding Titles, Subtitles, Text, Background, Watermark; Headers and Footers, Numbering Slides; Printing Slides Handouts

Exercise 3: Inserting pictures from files, Animating pictures and Text with Sound Effects, Timing Text box, Pictures and Slides, Rehearse Timings, Ungrouping and Grouping Objects (like text, picture).

MSEXCEL - SPREEDSHEETS

Create a spreadsheet for 50 students database.

Exercise 1: Creating and saving a worksheet. Working with a spreadsheet: entering numbers, text, date/time, series using AutoFill, Editing and formatting a worksheet including changing color, size, font, alignment of text, Inserting or Deleting cells, rows and columns. Formula-Entering a formula in a cell, using operators(+, -, *, /) in formulae, Relative referencing, Absolute referencing and mixed referencing, Printing a worksheet

Exercise 3: Use All Statistical functions: SUM (), AVERAGE (), MAX(), MIN(), IF() etc; Inserting tables in worksheet,

Embedding Charts of various types: Line, Pie, Scatter, Bar and Area in a worksheet.

TEXT BOOKS:

1. Turban, Rainer and Potter, Introduction to Information Technology, Wiley Publications, 2013
2. ITLESL, Introduction to Information Technology, Pearson Publications, 2017
3. Sinha & Sinha, Fundamentals of Computers, BPB Publication, 2018
4. Ramesh Behl, Information Technology for Management, TMH Publications, 2011

REFERENCE

1. Sudalaimuthu & Hariharan, "Information Technology for Managers", HPH Publications, 2011



CBCS CURRICULUM – 2023-24

Course Name: BBA

SEMESTER - II



Program	BBA Shipping				
Course Code CDOEBB201D	Course Name :	L	T	P	C
	Business English -II	2	0	0	2
Year and Semester	I Year (II Semester)				
Course Category	Foundation	Core		Elective	
	✓				
Course Objective	<ol style="list-style-type: none"> To engage learners in meaningful language activities to improve their LSRW skills. To help learners understand the purpose, contexts and different types of business communication. To communicate effectively with others in practical, business oriented situations. To express themselves in English with greater fluency, accuracy and confidence. To handle themselves in English in a variety of business contexts of negotiating, using the telephone, making presentations, and socializing. 				
Course Outcome	At the end of the course the student should be able to:				
	CO	Course Outcome			BTL
	CO1	Read and write in grammatically correct sentences.			K1
	CO2	Express themselves in a meaningful manner to different levels of people in their academic and social domains.			K4
	CO3	Read with correct pause, pronunciation and comprehend the text.			K2
	CO4	Understand how the English language is used in written communication and in various business situations.			K2
	CO5	Use English in their professional environment and be able to communicate themselves effectively in their chosen profession.			K3
CO6	Have a working knowledge of business words and phrases and Basic English grammar.			K2	

Pos/ COs	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PSO1	PSO2	PSO3	PSO4
CO1	-	3	-	-	-	-	-	-	-	-	-
CO2	2	3	-	-	-	-	2	-	-	-	-
CO3	2	3	-	-	-	-	-	-	-	-	-
CO4	-	3	-	-	-	-	2	-	-	-	-
CO5	2	3	-	-	-	-	2	-	-	-	-
CO6	2	3	-	-	-	-	2	-	-	-	-
average	2.00	3.00	-	-	-	-	2.00	-	-	-	-
Correlation Levels	1. Slight (Low)			2. Moderate (Medium)			3. Substantial (High)				



UNIT I

Reading: Tobermory by Saki - **Listening:** Corporate Responsibility - **Writing:** e-mails - **Vocabulary:** One word Substitutions - **Grammar:** Punctuation.

UNIT II

Reading: The Refugees by Pearl S Buck - **Listening:** Sustainable Banking, Banking Prospective - **Writing:** Memos, Agenda, Minutes - **Vocabulary:** Collocations - **Grammar:** 'If' - clauses.

UNIT III

Reading: A Dialogue on Civilization by CEM Joad - Introduction - **Listening** Operation Consulting, Types of Consulting, Features - **Writing:** Job Application - Cover Letter & Resume - **Vocabulary:** Commonly Confused Words - **Grammar:** Use of Prepositions.

UNITIV

Reading: A Psalm of Life by HW Longfellow - **Listening:** Advice for Start-up Business, Types, Advantages and Disadvantages - **Writing:** Report Writing - **Vocabulary:** Compound Words - **Grammar:** Articles & Determiners.

UNIT V

Reading: No Men are Foreign by James Falconer Kirkup - **Listening:** Developments in Online Business - **Writing:** Proposal Writing - **Vocabulary:** Fixed, Semi-fixed Expressions - **Grammar:** Modal Verbs.

TEXT BOOK

1. Parikh J P, Surve A, Swarnabharati and Bahrainwala A (2011) Business Communication: Basic Concepts and Skills, Chennai: Orient Blackswan.

REFERENCE BOOKS

2. Interface 1, Publisher: Cambridge University Press India Pvt. Ltd
3. Cambridge Advanced Learner's Dictionary (Latest Edition)
4. Murphy, R (2009) Essential Grammar in Use, London: Cambridge.
5. Redman, S (2008) English Vocabulary in Use, London: Cambridge.
6. Samson, T, (2011) *Business English*, New Delhi: Tata McGraw-Hill Publishing Limited.



Program	BBA Shipping															
Course Code CDOEBB202D	Course Name : Communication Skills - II								L	T	P	C				
									1	0	0	1				
Year and Semester	I Year (II Semester)															
Course Category	Foundation								Core				Elective			
	✓															
Course Objective	<ol style="list-style-type: none"> To make them realize the importance of career development in current scenario. To enhance their communicative skills in real life situations. To help learners participate passionately improve their listening and speaking skills. 															
Course Outcome	<p>At the end of the course, the student should be able to:</p> <ol style="list-style-type: none"> Speak effectively with appropriate competence and performance. Read different genres of texts, infer implied meanings and critically analyse and evaluate them for ideas as well as for method of presentation. Listen/view and comprehend different spoken excerpts critically and infer unspoken and implied meanings. Use communication strategies to participate in groups. Participate effectively in work place related activities pertained to technical communication. 															
PPOs / COs	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12	PSO1	PSO2	PSO3	
CO1	-	-	-	-	-	3	2	2	3	3	-	3	-	-	-	
CO2	-	-	-	-	-	2	2	2	3	3	-	3	-	-	-	
CO3	-	-	-	-	-	3	2	2	3	3	-	3	-	-	-	
CO4	-	-	-	-	-	2	2	2	3	3	-	3	-	-	-	
CO5	-	-	-	-	-	3	2	2	3	3	-	3	-	-	-	
CO6	-	-	-	-	-	2	2	2	3	3	-	3	-	-	-	
AVERAGE						2.5	2.0	2.0	3.0	3.0		3.0				
CORRELATION LEVELS					4.	SLIGHT (LOW)			5.	MODERATE (MEDIUM)			6.	SUBSTANTIAL (HIGH)		



Unit-I Listening

Listening to Conversation and Speeches by Native Speakers - group discussion and interview skills - Speaking - Describing a simple process - Asking and answering questions.

Unit-II Writing Skills

Writing job applications - cover letter - resume – emails – letters – reports – blogs

Unit-III Presentation Skills

Presentation skills - Elements of effective presentation – Structure of presentation - Presentation tools - General and Technical topics-Honing Body-language-Extempore

Unit-IV Group Discussions

Why is GD part of selection process? - Structure of GD – Moderator – led and other GDs - Strategies in GD – Team work - Body Language - Mock GD -Video samples

Unit-V Interview Skills

Preparation – Punctuality – Professionalism – Communication – Confidence – Showing interest – Follow up

Reference Books

Communication Skills. Sanjay Kumar and Pushpalatha, Oxford University Press, 2011

Exercises in Spoken English Part – I – III, Hyderabad, Oxford University Press.

<http://www.oxforddictionaries.com/words/writing-job-applications>



Program	BBA Shipping				
Course Code CDOEBB203D	Course Name Business Accounting	L 2	T 1	P 0	C 3
Year and Semester	I (II Semester)				
Course category	Core ✓	Elective			
Course Objective	<ol style="list-style-type: none"> To learn the fundamentals of accounting; To study the process of accounting To understand the preparation of financial statements of sole proprietorship To know the need for preparation of bank reconciliation statement To gain knowledge on depreciation accounting 				
Course Outcomes	On successful completion of the course, the students will be able to				
	CO	Course Outcomes			BTL
	CO1	Explain the fundamentals of Accounting Principles			K2
	CO2	Examine the process of accounting			K4
	CO3	Examine the accounting concepts in preparation of financial statements of sole proprietorship			K4
	CO4	Examine the need for bank reconciliation statement			K4
	CO5	Examine the concepts of depreciation accounting			K4
	CO6	Apply the accounting concepts to decision making for profit making organizations			K3

Pos/ COs	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PSO1	PSO2	PSO3	PSO4
CO1	-	-	-	-	-	-	3	-	2	2	3
CO2	-	-	-	2	-	-	3	-	2	2	3
CO3	1	-	2	2	2	-	2	2	3	2	2
CO4	-	2	2	2	2	-	2	2	3	2	2
CO5	3	2	2	3	3	-	2	2	2	2	2
CO6	3	2	2	2	3	-	2	3	2	2	2
Average	2.33	2.00	2.00	2.20	2.50	-	2.33	2.25	2.33	2.00	2.33
Correlation Levels	1. Slight (Low)			2. Moderate (Medium)			3. Substantial (High)				



UNIT1: FUNDAMENTALS OF BUSINESS ACCOUNTING

Introduction-Objectives, Nature, Scope of Financial Accounting, Generally Accepted Accounting Principles (GAAP), Branches of Accounting, Users of accounting information, Accounting Equation.

UNIT 2 : CONCEPTUAL FRAMEWORK OF ACCOUNTING

Accounting cycle -Double entry system- Rules of Accounting, Journal, Ledger- Posting and Balancing, Trial balance, Errors disclosed and not disclosed by the trial balance.

UNIT 3 : FINAL ACCOUNTS

Final accounts-Financial statements –Need for preparation of financial statements, Preparation of Trading account, Profit and Loss account and Balance sheet - Adjustments.

UNIT 4 : BANK RECONCILIATION STATEMENT

Defintion, casuses of differencs in balance, errors made by banker or firm in recording transactions, preparation of bank reconciliation statement

UNIT 5 : DEPRECIATION ACCOUNTING

Depreciation- Causes of Depreciation, Need for charging depreciation, Factors in determining the amount of depreciation, Methods of calculating depreciation-Fixed Installment Method and Diminishing Balance Method.

TEXT BOOKS:

1. P. Jain & Narang, FinancialAccounting, Kalyani Publishers, New Delhi, 2016, 25th Edition.
2. S.N.Maheswari, An Introduction to Accountancy, Vikas Publishing House (2018), 12th Edition

REFERENCE :

1. Reddy, T.S & Murthy,A. FinancialAccounting, Margham Publications, Chennai. (2007)
2. Gupta, R.L& Gupta, V.K,AdvancedAccounting, Sulthan Chand & Sons, New Delhi. (2000)

Program		BBA Shipping										
Course Code CDOEBB204D		Course Name : International Trade					L	T	P	C		
							3	0	0	3		
Year and Semester		I (II Semester)										
Course Category		Core			Elective							
		✓										
Course Objective		<ol style="list-style-type: none"> To understand the evolution of international trade To acquire knowledge on trade barriers To gain knowledge on international trade organizations To learn the concepts of regionalism in international trade To understand the international trade environment in India 										
Course Outcome		On successful completion of the course, the students will be able to										
		CO	Course Outcomes								BTL	
		CO1	Explain the evolution of international trade								K2	
		CO2	Identify the implications of trade barriers								K3	
		CO3	Explain the role of international trade organizations								K2	
		CO4	Examine the different forms of economic integration								K4	
		CO5	Examine the trade environment in India								K4	
		CO6	Apply the international trade practices for decision making								K3	
Pos/COs	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PSO1	PSO2	PSO3	PSO4	
CO1	2	-	2	-	3	2	3	2	2	2	3	
CO2	3	3	2	2	3	3	3	2	3	3	3	
CO3	3	3	2	2	3	3	3	2	3	3	3	
CO4	3	3	2	2	3	3	3	2	3	3	3	
CO5	3	3	2	2	3	3	3	2	3	3	3	
CO6	3	3	2	2	3	3	3	2	3	3	3	
Average	2.83	3.00	2.00	2.00	3.00	2.83	3.00	2.00	2.83	2.83	3.00	
Correlation Levels		1. Slight (Low)			2. Moderate (Medium)			3. Substantial (High)				



UNIT 1: EVOLUTION OF INTERNATIONAL TRADE

Evolution of International Trade- International trade theories, Advantages of international trade. Impact of International trade on world economy

UNIT 2 : INTERNATIONAL TRADE BARRIERS

Meaning, Tariff and Non-Tariff Barriers, Impact of Non-Tariff Barriers.

UNIT 3 : INTERNATIONAL TRADE ORGANIZATIONS

Evolution of GATT and WTO. WTO - Objectives, principles and agreements, IMF- objectives – functions. World Bank –objectives and functions.

UNIT 4 : REGIONALISM AND INTRA-REGIONAL TRADE

Growing regionalism and intra-regional trade-Forms of integration –Free Trade Area- customs union-common market-Economic union-Economic integration. Economic integration of developing countries.

UNIT 5 : INTERNATIONAL TRADE ENVIRONMENT- INDIAN PERSPECTIVE

Export Promotion Measures- Export Oriented UNIT (EOU), Special Economic Zone (SEZ) Trading house etc. EXIM Policy -Features and objectives

TEXT BOOKS

1. Francis Cherunilam, International Business, Publisher: Prentice Hall India, 2019
2. International Business, Charles W.L. Hill, Publisher: Tata McGraw Hill, 2020

REFERENCES :

1. International Financial Management, P.G.Apte, Publisher: Tata McGraw Hill, 2020



Program		BBA Shipping											
Course Code CDOEBB205D		Course Name : Economics of Sea Transport						L	T	P	C		
								3	0	0	3		
Year and Semester		I (II Semester)											
Course category		Core				Elective							
		✓											
Course Objective		<ol style="list-style-type: none"> To understand the demand and supply of shipping economics. To study the different aspects of shipping economics. To acquire knowledge about shipping market economics. To learn the role of shipping companies. To gain knowledge on the economics of ship building and scrapping. 											
Course Outcome		On successful completion of the course, the students will be able to											
		CO									Course Outcomes		BTL
		CO1									Explain the basics of demand and supply of shipping economics		K2
		CO2									Categorize the aspects of shipping economics		K4
		CO3									Explain the concepts related to shipping market economics		K2
		CO4									Examine the role of shipping companies in economics		K4
		CO5									Analyse the importance of economics of ship building and scrapping.		K4
		CO6									Apply the economic mode of sea transportation system.		K3
Pos/ Cos	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PSO1	PSO2	PSO3	PSO4		
CO1	2	-	-	-	2	2	3	2	-	2	3		
CO2	3	2	2	-	2	3	3	2	-	2	3		
CO3	3	3	2	2	3	3	3	2	-	2	3		
CO4	3	2	2	-	2	3	3	2	-	2	3		
CO5	3	3	-	-	-	3	3	3	2	2	3		
CO6	3	3	2	2	2	3	3	2	2	2	3		
Average	2.83	2.60	2.00	2.00	2.20	2.83	3.00	2.17	2.00	2.00	3.00		
Correlation Levels		1. Slight (Low)				2. Moderate (Medium)			3. Substantial (High)				



UNIT 1 : ECONOMICS OF SEA TRANSPORT

Demand of shipping services, Factors influencing the demand, Concept of Elasticity, Supply of Ships, Factors of Demand and supply- economics of ship operation

UNIT 2 : SHIPPING ECONOMICS

Economies of scale and its application in shipping, Fuel economy and Bunker management, Economics of manning, Economics of Port location, Economics of Ship building

UNIT 3 : SHIPPING MARKET ECONOMICS

Shipping Markets- types-characteristics-objectives-functions-role. Shipping Market Cycles, Characteristics of shipping market cycles, market players, shipping market model, freight rate mechanism.

UNIT 4: ECONOMICS OF SHIPPING COMPANY

Costs, Revenue and Cash flow, Financing Ships and Shipping Companies, Risk, Return and Shipping Company Economics- factors of production, Maritime Forecasting and Market Research.

UNIT 5 : ECONOMICS OF SHIPBUILDING AND SCRAPPING

The Role of the merchant shipbuilding and scrapping industries, The regional structure of world shipbuilding, Shipbuilding market cycles, Shipbuilding costs and competitiveness, Ship recycling industry.

TEXT BOOKS

1. Maritime Economics, Martin Stopford, Publisher: Routledge
2. Alan E.Branch, Elements of shipping, Publisher: Sterling/ Routledge, 2005
3. Economics of Sea Transport and International Trade, Julian Bray, Institute of Chartered Shipbrokers

REFERENCE

Lane C. Kendall and James J.Buckley, The Business of Shipping, Publisher: Cornell Maritime Press, 2007

PROGRAM	BBA SHIPPING					
Course Code CDOEBB206D	Course Name : Human Resource Management		L 3	T 0	P 0	C 3
Year and Semester	I (II Semester)		Contact Hours per week			
Prerequisite course	NIL		(3 Hours)			
Course category	Humanities and Social Sciences	Management courses	Professional Core		Professional Elective	
		✓				
	Basic Science	Engineering Science	Open Elective		Mandatory	
Course Objective	1.To learn the nature and scope of human resource management 2.To study the human resource planning 3. To understand the process of training and development. 4. To gain knowledge on compensation plans. 5. To acquire knowledge on global human resource management					
Course Outcome	On successful completion of the course, the students will be able to					
	CO	Course Outcomes				BTL
	CO1	Explain the importance of human resource management				K2
	CO2	Explain the elements of the HR function				K2
	CO3	Explain the importance of Training and development				K2
	CO4	Identify the compensation plans and performance appraisal mechanism				K3
	CO5	Analyse the techniques of global human resource management				K4
	CO6	Apply the human resource management practices in maritime industry				K3

Pos/ COs	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PSO1	PSO2	PSO3	PSO4
CO1	-	-	2	2	2	-	2	-	2	2	2
CO2	-	-	2	2	2	-	2	-	2	2	2
CO3	2	2	3	2	3	-	3	2	2	2	2
CO4	2	2	2	2	3	-	3	2	2	2	3
CO5	2	2	2	2	3	-	3	3	2	2	3
CO6	2	2	3	2	3	-	3	2	2	2	3
Average	2.00	2.00	2.33	2.00	2.67	-	2.67	2.25	2.00	2.00	2.50
Correlation Levels	1. Slight (Low)			2. Moderate (Medium)			3. Substantial (High)				



UNIT 1: INTRODUCTION TO HUMAN RESOURCE MANAGEMENT

Identifying the personnel and human resource function - Comparison - typical responsibilities of HR departments – effect on corporate culture, environmental forces, and government regulations. Competencies required for Human Resource Managers, Future of Human Resource.

UNIT 2: HUMAN RESOURCE PLANNING AND RECRUITMENT

HR planning - Recruitment, selection, placement, induction, Promotion and transfer policy. Job analysis, job-description, job specification, typical manpower planning scheme for large organisations - steps involved. Technology driven selection tools.

UNIT 3: TRAINING AND DEVELOPMENT

Definition of Training and Development, Training need assessment, Types/methods/techniques of training, setting up and maintaining a good Training and Development Department, Role of Human Resource manager. substantial demographic shifts, changing employee attitudes and expectations

UNIT 4: COMPENSATION AND PERFORMANCE APPRAISAL

Wage and salary administration, rationale, essential steps in formulating compensation package, Job evaluation, methods and importance, Performance Appraisal - Methods, Pre - requisites, Pitfalls and remedies

UNIT 5: GLOBAL HUMAN RESOURCE MANAGEMENT & FUTURE TRENDS

Innovation technologies, and government regulations will continue to affect human resource management into the 21st century, HR Audit, human resource accounting, HR Analytics.

TEXT BOOKS

1. Dessler, G. Fundamentals of Human Resource Management (Pearson), 2012
2. Human Resource Management, T.N. Chhabra, Publisher: DhanpatRai Publishers, 2018
3. Human Resource Management: Text And Cases, K. Aswathappa, Publisher: Tata Mcgraw Hill, 2007

REFERENCE

1. Human Resource Development, P.C. Tripathi, Publisher: Sultan Chand & son, 2012



Program		BBA Shipping										
Course Code CDOEBB207D		Course Name : Foreign Exchange Markets						L	T	P	C	
								3	0	0	3	
Year and Semester		I (II Semester)										
Course Category		Core			Elective							
		✓										
Course Objective		1. To learn the fundamentals of foreign exchange markets and its participants 2. To know about foreign exchange transactions 3. To gain knowledge about the international transactions 4. To acquire knowledge about hedging techniques 5. To understand foreign exchange market organisations										
Course Outcome		On successful completion of the course, the students will be able to										
		CO	Course Outcomes									BTL
		CO1	Identify the role of foreign exchange market and participants.									K3
		CO2	Explain the different types of foreign exchange transactions									K2
		CO3	Analyse the international transactions									K4
		CO4	Examine the hedging techniques									K4
		CO5	Explain the concepts of foreign exchange market organisations									K2
		CO6	Apply the theories and practices in forex market									K3
Pos/COs	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PSO1	PSO2	PSO3	PSO4	
CO1	2	2	2	2	2	-	2	2	2	2	2	
CO2	2	2	2	2	2	-	2	2	2	2	2	
CO3	3	2	2	2	2	2	3	3	3	3	3	
CO4	3	2	2	2	2	2	3	3	3	3	3	
CO5	3	2	2	2	2	2	3	3	3	3	3	
CO6	3	2	2	2	2	2	3	3	3	3	3	
Average	2.67	2.00	2.00	2.00	2.00	2.00	2.67	2.67	2.67	2.67	2.67	
Correlation Levels		1. Slight (Low)			2. Moderate (Medium)			3. Substantial (High)				



UNIT 1: INTRODUCTION TO FOREIGN EXCHANGE MARKET

Origin and Nature of Foreign exchange market, Types of market participants, Types of FOREX Transactions-Trade and interbank transactions, Currency mechanisms. Forwards rates, Future spot rates.

UNIT 2: FOREIGN EXCHANGE TRANSACTIONS

Products of FOREX market-spot market -forward premium and discount market, The effects of Exchange rates in Foreign Trade, Exchange rate systems – Fixed versus Floating Exchange Rate systems – Determinants of Exchange Rates –Forecasting Foreign Exchange Rates.

UNIT 3: INTERNATIONAL TRANSACTIONS

Foreign currency accounts maintained by banks-Nostro account, Vostro Account, Loro Account, settlement of transactions including SWIFT, International credit instruments-.

UNIT 4: HEDGING TECHNIQUES

Swaps, Options, offshore banking, payment terms, i.e., Commercial Invoice, Letter of credit, Bill of exchange, documents and financing techniques, Types foreign exchange exposures.

UNIT 5: FOREIGN EXCHANGE MARKET ORGANIZATIONS

Trends in foreign exchange dealings, Foreign exchange Organizations – RBI, Ministry of Company Affairs, Structure of Foreign Exchange

TEXT BOOKS:

- 1.Ian H Giddy, Global Financial Markets, Aitbs Publishers And Distributors, New Delhi, 2010, 1st Edition.
- 2.C. Jeevanandam, Foreign Exchange: Practice, Concepts, Sultan Chand & Sons, New Delhi, 2020, 17th Edition

REFERENCE :

1. Ellen Boneparth, Foreign Exchange, Author House, 2017, 1st Edition



CBCS CURRICULUM – 2023-24

Course Name: BBA

SEMESTER - III



Program	BBA Shipping															
Course Code CDOEBB301D	Course Name : Interpersonal Communication							L	T	P	C					
								1	0	0	1					
Year and Semester	II Year (III Semester)															
Course category	Foundation							Core					Elective			
	✓															
Course Objective	<ol style="list-style-type: none"> To learn various aspects of different cultures and the need for the effective interpersonal communication To understand the techniques of communication among members in group. To use language effectively to avoid conflict and tension. To mould the personality` so as to reduce and repair conflicts To learn the need for socialization. 															
Course Outcome	<p>At the end of the course, the student should be able to:</p> <ol style="list-style-type: none"> Recognize aspects of various cultures and the need for interpersonal communication. Give presentation without any inhibition Demonstrate the need for effective communication between two people/groups. Make use of effective and appropriate language at various interpersonal situations to avoid conflict, tension and stress. Participate in debates and discussions to argue effectively and persuasively. Practice the IP principles so as to reduce and repair conflict in interpersonal relationships. Explain family and social relationships and need for socialization. Discuss case studies in relation to IPC 															
PPOs / COs	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12	PSO1	PSO2	PSO3	
CO1	-	-	-	-	-	3	2	2	3	3	-	3	-	-	-	
CO2	-	-	-	-	-	2	2	2	3	3	-	3	-	-	-	
CO3	-	-	-	-	-	3	2	2	3	3	-	3	-	-	-	
CO4	-	-	-	-	-	2	2	2	3	3	-	3	-	-	-	
CO5	-	-	-	-	-	3	2	2	3	3	-	3	-	-	-	
CO6	-	-	-	-	-	2	2	2	3	3	-	3	-	-	-	
AVERAGE						2.5	2.0	2.0	3.0	3.0		3.0				
CORRELATION LEVELS				7. SLIGHT (LOW)				8. MODERATE (MEDIUM)				9. SUBSTANTIAL (HIGH)				



Unit I: PRESENTATION SKILLS

Axioms of interpersonal Communication - One minute presentation – Extempore - Formal Presentation on the chosen topics - Greeting and Introducing - Offering Help.

Unit II: APPREHENSION AND ASSERTIVENESS

Group Discussion - Aggressiveness and assertiveness - perception in interpersonal communication-Making Requests - Telephonic Conversation

Unit III: VERBAL AND NON VERBAL MESSAGES

Word Stress - Sentence Stress and Intonation-Body language-signs- gestures- postures- kinesics- paralinguistic features (accent, pronunciation, volume, pause, and pitch).

Unit IV: POWER IN INTERPERSONAL RELATIONSHIP

Conflict in interpersonal relationships - Conflict Resolution - Relationship maintenance and repair-Asking and Giving Permission-Giving Instructions and Directions

Unit V: SOCIALIZATION

Benefits of socialization- Effect of social media - Case studies (common /domestic /academic /work situations).

Reference Books

1. DeVito, Joseph, *The Interpersonal Communication Book*, 13th Edition, Published by Longman Pub Group, Updated in its 13th edition, 2000.
2. Kathleen S. Verderber, *Inter-Act: Interpersonal Communication Concepts, Skills and Contexts*, Rudolph F. Verderber, 2000.
3. Clifford Whitcomb, *Effective Interpersonal and Task Communication Skills for Engineers*, Atlantic Publishers. 2010.

Web Resources

<https://www.ted.com/talks>

<https://www.skillsyouneed.com/ips/communication-skills.html>



PROGRAM	BBA SHIPPING										
Course Code CDOEBB302D	Course Name : Financial Management							L	T	P	C
								3	0	0	3
Year and Semester	II (III Semester)							Contact Hours per week (4 Hours)			
Prerequisite course	NIL										
Course category	Humanities and Social Sciences			Management courses			Professional Core			Professional Elective	
							✓				
	Basic Science			Engineering Science			Open Elective			Mandatory	
Course Objective	<ol style="list-style-type: none"> To study the fundamentals of financial management. To learn about capital structure decisions of a firm. To understand the importance of cost of capital. To study the concept of time value of money and capital budgeting methods. To acquire knowledge on working capital management. 										
Course Outcome	On successful completion of the course, the students will be able to										
	CO	Course Outcomes									BTL
	CO1	Explain the fundamentals of financial Management									K2
	CO2	Examine the capital structure decisions made by firm									K4
	CO3	Examine the concept of cost of capital									K2
	CO4	Explain the time value of money and capital budgeting methods									K4
	CO5	Analyse the working capital management for business									K4
	CO6	Apply the financial management concepts for business decisions									K3
Pos/COs	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PSO1	PSO2	PSO3	PSO4
CO1	2	-	-	2	2	-	3	2	2	2	3
CO2	2	-	2	2	2	-	3	2	2	2	3
CO3	3	-	2	2	2	2	3	2	2	2	3
CO4	3	3	2	2	2	2	3	2	2	2	3
CO5	3	3	2	2	2	2	3	2	2	2	3
CO6	3	3	3	2	2	2	3	3	3	3	3
Average	2.67	3.00	2.20	2.00	2.00	2.00	3.00	2.17	2.17	2.17	3.00
Correlation Levels	1. Slight (Low)			2. Moderate (Medium)				3. Substantial (High)			



UNIT 1: FUNDAMENTALS OF FINANCIAL MANAGEMENT

Introduction: Nature, Scope, Function and Objectives of Financial Management. Major Financial Decisions: Investment, Financing and Dividend Decisions. Role of Finance manager. Organization of finance department.

UNIT 2: CAPITAL STRUCTURE

Meaning and Importance of Capital Structure, Patterns of capital structure, Factors determining capital structure, EBIT-EPS analysis.

UNIT 3: COST OF CAPITAL

Meaning, Definition- Components of Cost of Capital, Importance of Cost of Capital, Factors determining Cost of Capital-Computation of cost of capital-Cost of Debt-Cost of Equity capital, Cost of preferential capital, Cost of Retained earnings- Capital Asset Pricing Model (CAPM) Approach - Determination of Weighted average cost of capital

UNIT 4: CAPITAL BUDGETING DECISIONS

Concept of Time Value of Money - Meaning of Capital budgeting – Features of Capital budgeting - DCF-NPV,IRR, PI and Non DCF methods-- Payback Period, ARR Methods. Conflict of ranking as given by DCF Methods.

UNIT 5: WORKING CAPITAL MANAGEMENT:

Definition - Management of Working Capital:, Components, types, Difference Between Permanent and Variable Working Capital:- Determinants and need of Working Capital. Computation of Working Capital for a Company. Sources of working capital

TEXT BOOKS :

1. MY Khan and Jain and PK Jain, Financial Management, McGraw Hill, 2014, 7th Edition
2. S.N. Maheshwari, Financial Management: Principles and Practice, Sultan Chand & Co. 2013, 4th Edition.

REFERENCES

1. Financial Management, I.M.Pandey, Publisher: Vikas Publishing House, 2021, 12th Edition.
2. PrasanaChnadra, Financial Management : Theory and Practice. McGRaw Hill, 2022, 11th Edition.`



Program	BBA Shipping				
Course Code CDOEBB303D	Course Name :	L	T	P	C
	Logistics Management	3	0	0	3
Year and Semester	II (III Semester)				
Course Category	Core	Elective			
	✓				
Course Objective	<ol style="list-style-type: none"> To learn the basics of logistics management To study the concept of integrated logistics To understand the inventory management and warehousing To acquire knowledge on role of logistics. To gain knowledge on recent trends in logistics management. 				
Course Outcome	On successful completion of the course, the students will be able to				
	CO	Course Outcomes			BTL
	CO1	Explain the concepts and fundamentals of logistics			K2
	CO2	Examine the process of integrated logistics			K4
	CO3	Analyse the inventory cost and performance measures			K4
	CO4	Identify the role and functions of logistics service providers			K3
	CO5	Identify the E-Commerce applications in logistics			K3
	CO6	Apply the growth and trends in logistics management			K3

Pos/ COs	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PSO1	PSO2	PSO3	PSO4
CO1	2	-	-	-	2	-	3	2	2	2	3
CO2	2	2	-	-	2	-	3	2	2	2	3
CO3	3	-	-	2	2	2	3	3	2	2	3
CO4	3	2	2	2	2	2	3	3	2	2	3
CO5	3	2	2	2	2	2	3	3	2	2	3
CO6	3	2	2	2	2	2	3	3	2	2	3
Average	2.67	2.00	2.00	2.00	2.00	2.00	3.00	2.67	2.00	2.00	3.00

Correlation Levels	1. Slight (Low)	2. Moderate (Medium)	3. Substantial (High)
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UNIT 1: CONCEPT OF LOGISTICS:

Introduction, Objectives, Concept of Logistics, Objectives of logistics, Types of logistics, Concept of Logistics Management, Evolution of Logistics, Role of Logistics in an Economy, Difference between Logistics and Supply Chain Management, Logistics and Competitive Advantage, Logistics Mix.

UNIT 2: INTEGRATED LOGISTICS:

Introduction, Objectives, Concept of Integrated Logistics, Inventory flow, Information flow, Operational Objectives of Integrated Logistics, Barriers to Integration, IT and Logistics management.

UNIT 3: INVENTORY MANAGEMENT

Introduction, Objectives, Concept of Inventory, Types of Inventory, Concept of Inventory Management, Importance of inventory management, Objectives of inventory management, Inventory flow Different Types of Inventory Costs, Inventory Performance Measures.

UNIT 4: ROLE OF LOGISTICS SERVICE PROVIDERS (LSP)

International LSP, Concept of LSP, types for air and sea - role identification – process of LSP offers- negotiation – importance of statutory regulation like service tax etc., on - transportation, warehousing and packaging types and process – related statutory regulations.

UNIT 5 : RECENT TRENDS IN LOGISTICS MANAGEMENT

E-Commerce Logistics: Introduction, Objectives, Concept of E-Commerce, Requirements of Logistics in E-Commerce, E-Logistics Structure and Operation, Logistic Resource Management (LRM), concept of last mile delivery, Application of Block Chain & Cloud Computing

TEXT BOOKS

1. Text book of Logistics and Supply Chain Management, D.K. Agrawal, Macmillan India Limited, 2018
2. Logistics and Supply Chain Management: Cases and Concepts, Raghuram, G, Macmillan Publisher, 2011

REFERENCES

1. Supply Chain Logistics Management, Donald Bowersox, David Closs, M. Bixby Cooper, Tata McGraw Hill Education, 2016
2. International Logistics – Pierre David, Biztantra. 2011



Program		BBA Shipping										
Course Code CDOEBB304D		Course Name : Ports and Terminals Management						L	T	P	C	
Year and Semester		II (III Semester)						3	0	0	3	
Course category		Core				Elective						
		✓										
Course Objective		<ol style="list-style-type: none"> To study the economic impact of ports; To understand the port operation and its services. To learn the types of Terminals and their infrastructure. To know the components of Environmental, Health and safety To learn the port security measures 										
Course Outcome		On successful completion of the course, the students will be able to										
		CO	Course Outcomes									BTL
		CO1	Identify the economic development of ports									K3
		CO2	Examine the services offered by ports									K4
		CO3	Analyse the different types of terminals and their infrastructure									K4
		CO4	Explain the environmental, health and safety issues of ports									K2
		CO5	Examine the port facility and security measures									K4
		CO6	Apply the port operations and environmental safety									K3
Pos/ COs	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PSO1	PSO2	PSO3	PSO4	
CO1	2	-	2	2	2	2	3	2	2	2	3	
CO2	2	-	-	-	3	3	3	2	2	2	3	
CO3	-	-	-	-	2	3	3	2	-	2	3	
CO4	2	2	2	2	3	3	3	2	-	2	3	
CO5	-	2	-	-	2	3	3	2	2	2	3	
CO6	2	2	2	2	3	3	3	3	2	2	3	
Average	2.00	2.00	2.00	2.00	2.50	2.83	3.00	2.17	2.00	2.00	3.00	
Correlation Levels		1. Slight (Low)			2. Moderate (Medium)			3. Substantial (High)				



UNIT 1: ECONOMIC IMPACT OF PORTS

Concept of Port, Economic impact of ports – Multiplier effect – Factors affecting the development of ports- Availability of rail road network-trade pattern-competition- ship size and technology- environmental regulations. Location Characteristics Location Advantages – Factors affecting the future ports and terminals

UNIT 2: PORT OPERATIONS

Service request Process – Marine services – Terminal services- General logistics services- values added services. Performance indicators

UNIT 3: TERMINALS OPERATIONS

Function of Terminal, Types of Terminals and their infrastructure- liquid and dry bulk, container- Ro-Ro. Terminal Costs-Terminal operation models - contract- concessions–divestiture- greenfield projects.

UNIT 4: ENVIRONMENTAL, HEALTH AND SAFETY ISSUES

Environmental Impact Assessment – Components. Health and safety issues – Role of Port Health Organisation (PHO)

UNIT 5: PORT SECURITY

Need for port security–International Ships and Port facility security (ISPS) code-Evolution - Port Facility Security Plan - Port Facility Security Officer (PFSO) - Security levels- -Vulnerability assessment-components

TEXT BOOKS

1. Port Management and Operations, Patrick Alderton, Publisher:Llyod's of London Press, 2001
2. Port Infrastructure and Economic Development - Pradeepta Kumar Samanta and Ashok Kumar Mohanty, Publisher: Kalpaz Publications, 2009

REFERENCE

1. Port State control, Dr. Z. Ozcayir, Publisher:Informa Legal Publishing UK, 2000



PROGRAM		BBA SHIPPING									
Course Code CDOEBB305D	Course Name : Multimodal Transportation	L	T	P	C						
		3	0	0	3						
Year and Semester	II (III Semester)	Contact Hours per week (3Hours)									
Prerequisite course	NIL										
Course category	Humanities and Social Sciences	Management courses	Professional Core				Professional Elective				
			✓								
	Basic Science	Engineering Science	Open Elective				Mandatory				
Course Objective	<ol style="list-style-type: none"> To study about the concept of Multimodal transport To learn about the containerization and its growth To understand the operations of cargoes To gain knowledge of sale contracts and documentation To acquire knowledge on conventions and principles of IMO 										
Course Outcome	On successful completion of the course, the students will be able to										
	CO	Course Outcomes									BTL
	CO1	Explain the Multimodal transportation in India									K2
	CO2	Examine the benefits and its growth of containerization									K4
	CO3	Explain the concepts and infrastructure of cargoes									K2
	CO4	Examine the role and functions of sale contracts and documentation									K4
	CO5	Analyse the conventions of multimodal transportation									K4
	CO6	Apply the international conventional practices of multimodal transportation									K3
Pos/COs	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PSO1	PSO2	PSO3	PSO4
CO1	2	2	2	-	2	2	2	2	2	2	2
CO2	3	3	3	-	3	3	3	3	3	3	3
CO3	2	2	2	-	3	2	3	2	2	2	3
CO4	2	2	2	2	3	3	3	2	2	2	3
CO5	3	2	2	2	3	3	3	3	2	2	3
CO6	3	3	2	2	3	3	3	3	2	2	3
Average	2.50	2.33	2.17	2.00	2.83	2.67	2.83	2.50	2.17	2.17	2.83
Correlation Levels	1. Slight (Low)			2. Moderate (Medium)			3. Substantial (High)				



UNIT1: INTRODUCTION TO MULTIMODAL TRANSPORTATION

Introduction to multimodal transportation- Definitions, Multimodal Transport Operator (MTO), Multimodal Transport Document (MTD), Multimodal Transportation Center (MTC) - concepts, benefits, current scenario, Importance of MTC challenges faced and reforms, Multimodal transport in India

UNIT 2: CONTAINERIZATION

Concept of containerization, Evolution of containerization, Contribution of Malcolm Mclean in containerization, Types of containers, Benefits of containerization, Growth prospects of trade with containerization.

UNIT 3 : CARGOES

Types of liner and Bulk cargoes, breakbulk and UNITized up to and including containerized cargo, barge carriers, RROS, etc. Handling and transportation equipment on ships, at berth and at ICDs/CFSs/CYs. Advantages and disadvantages. Container leasing methods. Infrastructure requirements. Consolidation of cargoes, deconsolidation -- ICDs, CFSs, CYs. Loss prevention and insurance. Problems and progress in the Indian scene including legislation and Customs Conventions.

UNIT 4 : SALE CONTRACTS AND DOCUMENTATION

Methods of payment in the sale of goods. Impact of Documentary Credits and ICC Uniform Custom and Practice on transport documentation. Different types of contracts in the sale of goods including INCOTERMS 2020. Importance of bills of lading in through transport, their function and their role in international trade. Different types of B/L including Ocean, Through, Combined Transport and understand the major and usual clauses including Clause Paramount, Himalaya, identity of carrier and protection clauses. Importance of endorsements on the back of B/Ls. Other transport documentation including Booking notes, Shipping notes, Manifests, Dangerous cargo declarations.

UNIT 5 : CONVENTIONS RELATING TO MULTIMODAL TRANSPORT

Hague/Hague-Visby and Hamburg Rules, Rules for combined transport including UNCTAD/ ICC. Application of surface transport rules - CMR, CIM, IATA. Warsaw Convention and Hague Protocol for air transport. RFID, Principles of IMO regulations concerning dangerous and polluting cargoes including the class structure.

TEXT BOOKS

1. Alan E.Branch, Elements of shipping, Publisher: Sterling/ Routledge, 2005
2. Peter Brodie, Commercial Shipping Handbook, Publisher: Lloyd's of London Press, 2017

REFERENCE

1. Lane C. Kendall and James J.Buckley, The Business of Shipping, Publisher: Cornell Maritime Press, 2007



Program		BBA Shipping										
Course Code CDOEBB306D		Course Name Economic Geography						L	T	P	C	
Year and Semester		II (III Semester)						3	0	0	3	
Course Category		Core			Elective							
		✓										
Course Objective		<ol style="list-style-type: none"> To study the physical and geographical features of sea transport To understand the modes of transportation system To gain knowledge in the ports and hinterland To acquire the knowledge of raw materials, minerals and agricultural commodities To learn the major trade blocs 										
Course Outcome		On successful completion of the course, the students will be able to										
		CO	Course Outcomes								BTL	
		CO1	Explain the role and functions of physical and geographical features								K2	
		CO2	Identify the economies of modes of transportation								K3	
		CO3	Analyse the importance of ports and hinterlands								K4	
		CO4	Examine the resources and handling of cargo movements								K4	
		CO5	Explain the trade agreements in world trade								K2	
		CO6	Apply the concepts and functions of economic geography in contemporary world								K3	
Pos/ Cos	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PSO1	PSO2	PSO3	PSO4	
CO1	2	2	2	2	2	2	3	2	2	2	3	
CO2	3	2	2	2	3	3	3	3	2	3	3	
CO3	3	2	2	2	3	3	3	3	2	3	3	
CO4	3	2	2	3	3	3	3	3	2	3	3	
CO5	3	3	2	3	3	3	3	3	2	3	3	
CO6	3	3	2	3	3	3	3	3	2	3	3	
Average	2.83	2.33	2.00	2.50	2.83	2.83	3.00	2.83	2.00	2.83	3.00	
Correlation Levels		1. Slight (Low)			2. Moderate (Medium)			3. Substantial (High)				



UNIT 1: PHYSICAL AND GEOGRAPHICAL FEATURES

Climate, winds- tides, currents and seasons of bad weather and their influence on shipping. Continents, Countries, Seas, Oceans, location of different Ports and Navigable Canals, etc. Major Ocean routes - features and patterns of trade- Political boundaries- canal routes (Exercise on maps)

UNIT 2: MODES OF TRANSPORTATION

Modes of transportation- Significance- advantages and disadvantages of modes of transportation- Geographical influence on the various modes of transportation- Commodities transported by various modes of transportation- terms and conditions for export and import

UNIT 3: PORTS AND HINTERLAND

Types of ports- Functions of ports- Major ports of the world- principal trades in major port- Time zones- International Date Line- concept of day light saving time- load-line zones and their importance in shipping. (Exercise on maps)

UNIT 4: RAW MATERIALS AND MINERALS, AGRICULTURAL COMMODITIES

Crude oil and oil products, marine products, finished goods and other cargoes.
Sources and destinations of such cargoes and seasonal cargo movements. (Exercise on maps)

UNIT 5: MAJOR TRADING BLOCS OF THE WORLD

European CommUNITY / European Union, EFTA States, Organisation of African UNITY, North American Free Trade Agreement, Organisation for Economic Co-operation and Development, Association of Southeast Asian Nations, Latin American Free Trade Association, South Asian Association for Regional Cooperation, Commonwealth of Independent States, World Trade Organization (EC/EU, EFTA, OAU, NAFTA, OECD, ASEAN, LAFTA, SAARC, CIS, WTO)- objectives-functions-roles and responsibilities.

TEXT BOOKS :

1. Geography, Surender Singh, Publisher: Tata McGraw Hill
2. Economic Geography, K. Siddhartha, Publisher: KitabMahal
3. Willington D.E., 2008: Economic Geography, Crowell
4. Bagch-Sen S., Smith H. L., 2006, Economic Geography: Past, Present and Future, Taylor & Francis

REFERENCE

1. Economic and Social Geography - R Knowles, Publisher: Rupa
2. Economic Geography - Girish Chopra, Publisher: Commonwealth Publishers



Program		BBA Shipping										
Course Code CDOEBB307D		Course Name Retail Management						L	T	P	C	
								3	0	0	3	
Year and Semester		II (III Semester)										
Course Category		Core				Elective						
		✓										
Course Objective		<ol style="list-style-type: none"> To learn about retailing To gain knowledge on retail formats To understand the retail operations To know about the management of the store To know about future trends in retailing 										
Course Outcome		On successful completion of the course, the students will be able to										
		CO	Course Outcomes								BTL	
		CO1	Identify the concepts and functions of retailing								K3	
		CO2	Explain the structure of retail formats								K2	
		CO3	Examine the operations of retail merchandising								K4	
		CO4	Explain the managing of store activities								K2	
		CO5	Understand retail trends in India								K2	
		CO6	Apply the recent trends in retail management								K3	
Pos/COs	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PSO1	PSO2	PSO3	PSO4	
CO1	-	-	-	-	2	2	2	-	-	2	2	
CO2	2	2	-	-	2	2	2	2	-	2	2	
CO3	3	2	2	-	2	2	3	3	2	2	3	
CO4	3	3	2	2	3	2	3	3	2	2	3	
CO5	3	3	2	2	3	2	3	3	2	2	3	
CO6	3	3	2	2	3	2	3	3	2	2	3	
Average	2.80	2.60	2.00	2.00	2.50	2.00	2.67	2.80	2.00	2.00	2.67	
Correlation Levels		1. Slight (Low)			2. Moderate (Medium)			3. Substantial (High)				



UNIT 1: INTRODUCTION TO RETAILING

Retailing - Definition, Nature, Scope – Meaning – Types - Classification – Retailing & Marketing - Growing importance of retailing- Factors influencing retailing – Functions and activities of Retailing

UNIT 2: RETAIL FORMATS

Organized and unorganized formats – Different organized retail formats – Characteristics of each format – Emerging trends in retail formats – MNC's in organized retailing, FDI in retailing.

UNIT 3: RETAIL LOCATION

Retail location strategy – Importance of location decision – Types of location decision and its determining factors – Site selection analysis – Selection of shopping centre or market – Retail location theories – Location assessment procedures.

UNIT 4 : MANAGEMENT OF STORE

Store Management Responsibilities, Recruitment & Selection of Store Employees, Motivating & Managing Store employee, Evaluation of Store Employee, Compensation & Rewarding of Store Employees, Controlling Costs, Reducing Inventory Loss.

UNIT 5: RETAILING IN INDIA

Evolution and trends in organised retailing, Indian organised retail market, FDI in Indian organised retail sector, retail scenario in India, future trends of retail in India.

TEXT BOOKS :

1. Modern Retail Management: Principles and Techniques – J.N.Jain, P.P. Singh, Regal Publications, 2007
2. Retail Management – A Strategic Approach - Barry Bermans and Joel Evans, Patrali Chatterjee, Pearson, 2017

REFERENCES:

1. Retailing Management: Text and Cases - Swapna Pradhan, Tata Mc Graw Hill, 2012
2. Retail Marketing, A. Siva Kumar, Excel Books, 2007



CBCS CURRICULUM – 2023-24

Course Name: BBA

SEMESTER - IV



Program		BBA Shipping														
Course Code CDOEBB401D		Course Name : Professional Communication						L	T	P	C					
								1	0	0	1					
Year and Semester		II Year (IV Semester)														
Course Category		Foundation						Core				Elective				
		✓														
Course Objective		<ol style="list-style-type: none"> To enhance the Employability and Career Skills of students To enlighten the students towards effective skills for career development To prepare themselves for interviews and develop their confidence To deliver short speeches in front of an audience To prepare effective and impressive CV and Cover Letters 														
Course Outcome		At the end of the course, the student should be able to: <ol style="list-style-type: none"> Face an interview Present effective speeches using verbal and non verbal techniques Use appropriate vocabulary in formal communication Write CVs effectively and persuasively Comprehend different genres of speech and the implied meanings effectively Participate in Group discussions and debates effectively 														
PPOs / COs	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12	PSO1	PSO2	PSO3	
CO1	-	-	-	-	-	-	-	-	-	3	-	2	-	-	-	
CO2	-	-	-	-	-	-	-	-	-	1	-	3	-	-	-	
CO3	-	-	-	-	-	1	-	-	1	3	-	-	-	-	-	
CO4	-	-	-	-	-	-	-	-	-	3	-	1	-	-	-	
CO5	-	1	-	-	-	-	-	-	2	3	-	-	-	-	-	
CO6	1	-	-	-	-	1	-	-	1	3	-	-	-	-	-	
AVERAGE																
CORRELATION LEVELS				10. SLIGHT (LOW)				11. MODERATE (MEDIUM)				12. SUBSTANTIAL (HIGH)				



UNIT I

Introduction to Professional communication – importance of Soft Skills – Hard skills – employability and career Skills – Grooming as a professional with values

UNIT II

Presentation Skills – Self-Introduction – Individual presentation on current affairs - Technical presentations – role play.

UNIT III

Planning a Resume’ - writing a resume- writing application letters - understanding the interview process - common types of interview- Preparing for a job interview - mock Interviews.

UNIT IV

Recognizing differences between groups and teams - managing time - managing stress - understanding career management - developing a long-term career plan - making career changes

UNIT V

Planning for the interview - types of interviews (one to one interview, panel interview telephonic and Skype interview) - interview etiquettes - dress code for interview – frequently asked questions (FAQ).

Text Books:

1. **How to Write a CV That Really Works:** A Concise, Clear and Comprehensive Guide to Writing an Effective CV, Paul McGee Hachette UK, 2014
2. **Essentials of Business Communication**, Mary Ellen Guffey, Dana Loewy, Cengage Learning, 2012
3. **Interview Skills that win the job:** Simple techniques for answering all the tough questions, Michael Spiropoulos, Allen & Unwin, 2005
4. **Effective Interviewing and Interrogation Techniques**, William L. Fleisher, Nathan J. Gordon, Academic Press, 2010

References:

1. <http://www.utsa.edu/careercenter/PDFs/Interviewing/Types%20of%20Interviews.pdf>
2. <http://www.amu.apus.edu/career-services/interviewing/types.htm>
3. <http://www.careerthinker.com/interviewing/types-of-interview/>

Program	BBA Shipping										
Course Code CDOEBB402D	Course Name: Liner Trade							L	T	P	C
								4	0	0	4
Year and Semester	II (IV Semester)										
Course Category	Core			Elective							
	✓										
Course Objective	<ol style="list-style-type: none"> To learn the basics of liner trade To understand the various of liner services To know about the cargo stowage and bill of lading To study the structure of a liner shipping company To acquire knowledge on the marketing of liner services 										
Course Outcome	On successful completion of the course, the students will be able to										
	CO	Course Outcomes									BTL
	CO1	Explain the concepts and scope of liner trade									K2
	CO2	Examine the principles of liner operation services									K4
	CO3	Identify the purpose of cargo stowage and bill of lading									K3
	CO4	Examine the structure of a liner shipping company									K4
	CO5	Explain the agencies services and agreements in liner trade									K2
	CO6	Apply the principles and practices of Liner Trade									K3
Pos/ COs	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PSO1	PSO2	PSO3	PSO4
CO1	2	-	-	-	-	2	2	2	-	-	2
CO2	2	-	-	-	2	2	2	2	-	2	2
CO3	2	-	-	-	2	-	2	2	-	2	2
CO4	3	-	-	-	3	-	2	3	2	3	2
CO5	2	-	-	-	-	-	2	2	-	-	2
CO6	2	-	-	-	2	2	2	2	2	2	2
Average	2.17	-	-	-	2.25	2.00	2.00	2.17	2.00	2.25	2.00
Correlation Levels	1. Slight (Low)			2. Moderate (Medium)			3. Substantial (High)				



UNIT 1 : INTRODUCTION TO LINER TRADE

Financial aspects of export-import business, Letter of Credits, Uniform Customs and Practices 500 - 600, INCOTERMS 2020. Concept of a liner voyage, operations, service patterns, frequency and calculation of number of ships required to operate a service. Roles of commercial and technical departments in a general cargo liner company.

UNIT 2 : LINER SERVICES

Break Bulk Liner services – Roll on / off Liner services - Container Liner services – Passenger / Cruise Liner services - Liner Trade routes, round the world (RTW), pendulum, hub & spoke and end-to-end service – Types of Liner shipping operators - Strategies adopted by operators to achieve economies of scale and market share. Types of Liner Services – Independent service – Consortium / Alliance services – Direct vs Transshipment services – Short sea feeder services

UNIT 3 : CARGO STOWAGE AND BILL OF LADING

Unitization and Palletization, Layout of a ship and stowage plan of a liner ship, salient features of a general cargo port, the layout and handling equipment and the role of a transit shed. The Bill of Lading, its role and function in international trade, anatomy of a general cargo liner bill of lading, Mates' Receipt, Tally and Survey of cargo, process of reconciliation of Bill of Lading, the concept of "clean and cloused" Bill of Lading.

UNIT 4 : ORGANIZATION STRUCTURE OF A LINER SHIPPING COMPANY

Operations, Technical & Commercial functions - Liner project function for a new service. Liner freight rate structure - Basic freight and surcharges - Freight for FCL, LCL, Cargo consolidation services – Electronic Data Interchange and Documentation aspects - Economics of a typical liner voyage.

UNIT 5 : MARKETING OF LINER SERVICES

Appointment & management of Liner Agencies - Standard Liner Agency Agreement - Port Agency functions and practices. Carriers' and Merchants' responsibilities and limitations of liability - Procedure for cargo claims including the role and responsibilities of the parties. Problems arising in respect of ship and port security and the implementation of the ISPS Code.

TEXT BOOK :

1. Elements of Shipping, 8th Edition by Alan E. Branch.



Program		BBA Shipping										
Course Code CDOEBB403D		Course Name: Marine Insurance						L	T	P	C	
								4	0	0	4	
Year and Semester		II (IV Semester)										
Course Category		Core			Elective							
		✓										
Course Objective		<ol style="list-style-type: none"> 1. To understand the concept of marine insurance 2. To comprehend the marine insurance market structure 3. To know the risks covered by marine insurance 4. To acquire knowledge in different institute clauses 5. To gain knowledge on marine insurance claims 										
Course Outcome		On successful completion of the course, the students will be able to										
		CO	Course Outcomes								BTL	
		CO1	Explain the significant concept of marine insurance								K2	
		CO2	Analyse the marine insurance market structure								K4	
		CO3	Examine the classes of risk coverage in marine insurance								K4	
		CO4	Analyse the different institute clauses								K4	
		CO5	Examine marine insurance claim procedure and documentation								K4	
		CO6	Apply the importance of marine insurance in shipping industry								K3	
Pos/ COs	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PSO1	PSO2	PSO3	PSO4	
CO1	2	-	2	2	2	2	3	2	2	2	3	
CO2	2	2	2	2	2	2	3	2	2	2	3	
CO3	3	2	2	2	2	2	3	3	2	2	3	
CO4	3	2	2	2	2	2	3	3	2	2	3	
CO5	3	2	2	2	3	2	3	3	2	2	3	
CO6	3	2	2	2	3	2	3	3	2	2	3	
Average	2.67	2.00	2.00	2.00	2.33	2.00	3.00	2.67	2.00	2.00	3.00	
Correlation Levels		1. Slight (Low)			2. Moderate (Medium)			3. Substantial (High)				



UNIT 1 : THE CONCEPT OF MARINE INSURANCE

Evolution of marine insurance – Nature and scope- marine insurance contract- General principles of marine insurance –indemnity- Insurable interest – proximate cause -utmost good faith .

UNIT 2 : MARINE INSURANCE MARKET STRUCTURE

The international marine insurance market- Division between Lloyd's, Insurance companies and P&I Clubs – Lloyd's brokers and agents- Marine insurance market structure in India-Insurance brokers

UNIT 3 :CLASSES OF RISKS COVERED UNDER MARINE INSURANCE

Hull & Machinery - Freight and Hire - War Risk- Cargo Liability- Employee Liability -Protection & Indemnity Third Party (incl. collision, damage to other property, death & personal injury, pollution liability)

UNIT 4 : INSTITUTE CLAUSES

Institute Time Clauses Hulls - Institute War and Strikes Clauses Hulls, Institute Time Clauses Freight, Institute Cargo Clauses (A) - Institute Cargo Clauses (B) - Institute Cargo Clauses (C) - Institute War Clauses (Cargo) - Institute Strike Clauses (Cargo)

UNIT 5 : MARINE INSURANCE CLAIMS

The concept of total loss - actual and constructive. Particular average and General Average(GA) – GA settlement. The principle of salvage. Claim procedures and Documentation – Right of Subrogation.

TEXT BOOKS :

1. Marine insurance by Solomon Stephen Huebner (Nabu Press)
2. Marine Insurance: Its Principles And Practice by Templeman (Qureshi Press)
3. The Modern Law of Marine Insurance by D. Rhidian Thomas (Lloyd's List)

REFERENCES :

1. N D Kapoor– Elements of Mercantile Law – Sultan Chand& Sons
2. Simon Baughen“ Shipping Law” – Cavendish Publishing



Program		BBA Shipping																																																																																													
Course Code CDOEBB404D		Course Name : Supply Chain Management						L 4	T 0	P 0	C 4																																																																																				
Year and Semester		II (IV Semester)																																																																																													
Course Category		Core			Elective																																																																																										
		✓																																																																																													
Course Objective		1.To learn the fundamentals of supply chain management 2. To gain knowledge on supply chain network design 3. To study the role of logistics in supply chain management 4. To know the role of different channels of distribution 5. To understand the recent trends in supply chain management																																																																																													
Course Outcome		On successful completion of the course, the students will be able to																																																																																													
		<table border="1"> <thead> <tr> <th>CO</th> <th colspan="11">Course Outcomes</th> </tr> </thead> <tbody> <tr> <td>CO1</td> <td colspan="11">Analyse the fundamentals of supply chain management</td> </tr> <tr> <td>CO2</td> <td colspan="11">Examine the design and process of supply chain network</td> </tr> <tr> <td>CO3</td> <td colspan="11">Explain the role of logistics in supply chain</td> </tr> <tr> <td>CO4</td> <td colspan="11">Examine the role of channels of distribution.</td> </tr> <tr> <td>CO5</td> <td colspan="11">Identify the recent trends in supply chain management</td> </tr> <tr> <td>CO6</td> <td colspan="11">Apply the practices of supply chain management in business decisions.</td> </tr> </tbody> </table>										CO	Course Outcomes											CO1	Analyse the fundamentals of supply chain management											CO2	Examine the design and process of supply chain network											CO3	Explain the role of logistics in supply chain											CO4	Examine the role of channels of distribution.											CO5	Identify the recent trends in supply chain management											CO6	Apply the practices of supply chain management in business decisions.										
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Pos/ COs	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PSO1	PSO2	PSO3	PSO4																																																																																				
CO1	2	-	-	-	-	-	2	2	-	-	2																																																																																				
CO2	2	-	-	-	2	2	3	2	2	2	3																																																																																				
CO3	2	-	-	-	2	-	2	2	2	2	2																																																																																				
CO4	3	-	-	-	2	2	2	3	2	2	2																																																																																				
CO5	2	-	-	-	2	-	3	2	2	2	3																																																																																				
CO6	2	-	-	-	2	2	2	2	2	2	2																																																																																				
Average	2.17	-	-	-	2.00	2.00	2.33	2.17	2.00	2.00	2.33																																																																																				
Correlation Levels	1. Slight (Low)				2. Moderate (Medium)			3. Substantial (High)																																																																																							



UNIT 1 : INTRODUCTION TO SUPPLY CHAIN MANAGEMENT

Role of Logistics and Supply chain Management: Scope and Importance- Evolution of Supply Chain - Decision Phases in Supply Chain – Competitive and Supply chain Strategies – Drivers of Supply Chain Performance and Obstacles.

UNIT 2 : SUPPLY CHAIN NETWORK DESIGN

Role of Distribution in Supply Chain – Factors influencing Distribution network design – Design options for Distribution Network Distribution Network in Practice-Role of network Design in Supply Chain – Framework for network Decisions.

UNIT 3 : LOGISTICS IN SUPPLY CHAIN

Role of transportation in supply chain – factors affecting transportations decision – Design option for transportation network – Tailored transportation – Routing and scheduling in transportation. - Sourcing strategy: Manufacturing management – make or buy decision – capacity management – Materials Management –choice of sources – procurement planning.

UNIT 4: CHANNELS OF DISTRIBUTION

Meaning, different types of distribution channels, Customer Service Strategy: Identification of Service needs, cost of services – revenue management.

UNIT 5: RECENT TRENDS IN SUPPLY CHAIN MANAGEMENT

Supply Chain Digitization, Omni channel Supply Chains, Circular Supply Chains, Internet of things, Big Data Analytics and Supply Chain Logistics Coming Together

TEXT BOOKS

1. Sunil Chopra and Peter Meindl, Supply Chain Management – Strategy, Planning and Operation, Pearson/PHI, 3rd Edition, 2007.
2. Supply Chain Management by Janat Shah Pearson Publication 2008.

REFERENCES

1. A Logistic approach to Supply Chain Management – Coyle, Bardi, Longley, Cengage Learning, 1/e
2. Donald J Bowersox, Dand J Closs, M Bixby Coluper, Supply Chain Logistics Management, TMH, Second Edition, 2008.



Program		BBA Shipping										
Course Code CDOEBB405D		Course Name: Sales and Distribution Management						L 3	T 0	P 0	C 3	
Year and Semester		II (IV Semester)										
Course Category		Core			Elective							
		✓										
Course Objective		1.To understand the fundamentals of sales and distribution management 2.To gain knowledge on the selling process 3. To know the need for sales organization 4. To gain knowledge on distribution management 5. To familiarize with channel management decisions										
Course Outcome		On successful completion of the course, the students will be able to										
		CO	Course Outcomes								BTL	
		CO1	Explain the nature and need for sales and distribution management								K2	
		CO2	Examine the process of personnel selling								K4	
		CO3	Identify the structure of sales organizations								K3	
		CO4	Explain the role of physical distribution system								K2	
		CO5	Analyse the decisions in channel management.								K4	
		CO6	Apply the principles and functions of sales and distribution management								K3	
Pos/ COs	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PSO1	PSO2	PSO3	PSO4	
CO1	-	-	2	2	2	2	3	2	2	2	3	
CO2	2	3	3	2	3	3	3	3	2	3	3	
CO3	3	3	3	2	2	3	3	3	3	2	3	
CO4	3	3	3	2	3	3	3	3	2	3	3	
CO5	3	3	3	2	2	3	3	3	3	3	3	
CO6	3	3	3	2	3	3	3	3	3	3	3	
Average	2.80	3.00	2.83	2.00	2.50	2.83	3.00	2.83	2.50	2.67	3.00	
Correlation Levels	1. Slight (Low)			2. Moderate (Medium)			3. Substantial (High)					



UNIT 1: INTRODUCTION TO SALES AND DISTRIBUTION MANAGEMENT

Nature, Meaning and Scope, Objectives of Sales Department, Sales as a function of Marketing Management, Theories of Selling – Buyer Seller Dyads, AIDAS Theory, Right Set of Circumstances Theory, Buying Formula Theory, Behavioral Equation Theory.

UNIT 2: PERSONAL SELLING PROCESS

Prospecting, Planning the Sales call, Selecting the Presentation Method, Making the Sales Presentation, Handling Sales Objections, Closing the Sale, Follow up. Role of Relationship Marketing in Personal Selling, Value Added Selling.

UNIT 3: SALES ORGANIZATION

Need and Structure, Sales Management Functions and Responsibilities. Sales Force Management Recruitment and Selection, Training of Sales People, Sales Force Motivation, Designing Sales Compensation plans, Evaluation of Sales Force. Time and Territory Management, Designing Sales Territories, Routing and Scheduling. Sales Quota Purpose, Importance and Types.

UNIT 4 DISTRIBUTION MANAGEMENT

Introduction, Need and Benefits, Distribution as link between Sourcing and Marketing, Distribution as Service function - Needs and Levels, Recent Developments in Sales and Distribution scenario.

UNIT 5: CHANNEL MANAGEMENT DECISIONS

Selection and Compensation of Channel Members. Managing Channel Conflicts, Co-operation vs. Competition in Channels. CASE STUDY

TEXT BOOKS :

1. Sales Management-Still and Cundiff and Giovanni, Prentice Hall
2. Fundamentals of Selling, Charles Futrell, McGraw Hill
3. Marketing Channels , Louis W Stern and Adel L Ansari, Thomson Publishing

REFERENCES :

1. Selling and sales management, Jobber, Prentice Hall
2. Professional Sales Management, Andersen R, McGraw Hill Education



CBCS CURRICULUM – 2023-24

Course Name: BBA

SEMESTER - V



Program		BBA Shipping										
Course Code		Course Name :						L	T	P	C	
CDOEBB501D		Warehouse and Inventory Management						3	1	0	4	
Year and Semester		III (V Semester)										
Course Category		Core				Elective						
		✓										
Course Objective		<ol style="list-style-type: none"> To know the fundamentals of warehousing To gain knowledge about the warehouse management system To learn about the warehouse inventory handling management systems To understand the networking of inventory management To study the principles and performance of material handling system 										
Course Outcome		On successful completion of the course, the students will be able to										
		CO	Course Outcomes								BTL	
		CO1	Explain the concepts of warehousing								K2	
		CO2	Examine the need and importance of warehouse management systems								K4	
		CO3	Identify the inventory management								K3	
		CO4	Analyse the inventory control techniques								K4	
		CO5	Examine the principles and measures of Material handling systems								K4	
		CO6	Apply the techniques of warehouse and inventory management system.								K3	
Pos/COs	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PSO1	PSO2	PSO3	PSO4	
CO1	2	-	2	-	3	3	3	2	2	2	3	
CO2	-	-	-	-	2	2	3	2	2	2	3	
CO3	3	2	-	-	2	2	3	2	2	2	3	
CO4	3	2	-	-	2	2	3	2	2	2	3	
CO5	3	2	-	-	2	2	3	2	2	2	3	
CO6	3	2	2	-	2	2	3	2	2	2	3	
2.80	2.00	2.00	-	2.17	2.17	3.00	2.00	2.00	2.00	3.00	2.80	
Correlation Levels		1. Slight (Low)				2. Moderate (Medium)			3. Substantial (High)			



UNIT 1 : INTRODUCTION TO WAREHOUSING

Introduction to warehousing – concepts – decision making – operations – need for warehousing – issues affecting warehousing – various warehousing facilities – different types of ware houses – characteristics of ideal ware houses

UNIT 2 : WAREHOUSE MANAGEMENT SYSTEMS

Introduction – the necessity of WMS – Logics of determining locations and sequences – independent demand systems – uncertainties in material management systems – dependent demand systems – distribution resource planning.

UNIT 3 : INTRODUCTION TO INVENTORY MANAGEMENT

Introduction to inventory management – role in supply chain – role in competitive strategy Role of inventory – functions of inventory - types of inventory – WIP inventory – finished goods inventory – MRO inventories – cost of inventories - need to hold inventory

UNIT4 : INVENTORY CONTROL TECHNIQUES

ABC Analysis, Managing inventories by ABC – VED Analysis, EOQ, Bufferstock, Perpetual control system, XYZ A analysis, multi – echelon inventory systems Managing inventory in multi echelon networks – managing inventory in single echelon networks. Various approaches – distribution approaches – the true multi echelon approach.

UNIT5 : PRINCIPLES AND PERFORMANCE MEASURES OF MATERIAL HANDLING SYSTEMS

Introduction. Vehicle travel path(time) – Handling time – vehicle utilization – no of loads completed – congestion – Effective performance systems – Fundamentals of various types of material handling systems – automated storage and retrieval systems Bar coding technology and applications RFID technology.

TEXT BOOKS :

1. Management Guide to Efficient Money Saving Warehousing, Stephen Frey, Gower
2. J P Saxena, Warehouse Management and Inventory Control- Vikas Publication House Pvt Ltd, First Edition.

REFERENCE

1. Warehouse Management: Automation And Organisation Of Warehouse and Order Picking Systems [With CDROM]
2. Michael Ten Hompel, Thorsten Schmidt, Springer-verlag, First Edition.



Program		BBA Shipping										
Course Code CDOEBB502D		Course Name : Chartering Principles and Ship Management						L 3	T 1	P 0	C 4	
Year and Semester		III (V Semester)										
Course Category		Core				Elective						
		✓										
Course Objective		1. To learn the basic concept of ship chartering 2. To understand the principles of voyage charter 3. To learn the functions of time charter 4. To understand the role of ship management 5. To principles of ship management practice.										
Course Outcome		On successful completion of the course, the students will be able to										
		CO	Course Outcomes									BTL
		CO1	Identify the functions of ship chartering									K3
		CO2	Examine the steps of voyage charter									K4
		CO3	Explain the concept of time charter									K2
		CO4	Explain the role and functions of ship management company									K2
		CO5	Identify the services offered by ship management.									K3
		CO6	Apply the Chartering principles and practices of ship management.									K3
Pos/ COs	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PSO1	PSO2	PSO3	PSO4	
CO1	2	-	-	-	-	2	2	2	-	-	2	
CO2	2	-	-	-	2	2	2	2	-	2	2	
CO3	2	-	-	-	2	-	2	2	-	2	2	
CO4	3	-	-	-	3	-	2	3	2	3	2	
CO5	2	-	-	-	-	-	2	2	-	-	2	
CO6	2	-	-	-	2	2	2	2	2	2	2	
Average	2.17	-	-	-	2.25	2.00	2.00	2.17	2.00	2.25	2.00	
Correlation Levels		1. Slight (Low)			2. Moderate (Medium)			3. Substantial (High)				



UNIT 1 : BASICS OF SHIP CHARTERING

Definition of Ship Chartering, Types of Chartering: Voyage Charter, Time Charter, Bareboat-cum-demise Charter, Contract of Affreightment, Definition of a Tramp Voyage, Voyage Estimate Numerical Exercise.

UNIT 2 : VOYAGE CHARTER PARTY

The vessel, The voyage, The cargo, The freight, Loading and discharging, Lay time, Cesar and lien, cargo liability. Laytime Numerical Exercise.

UNIT 3 : TIME CHARTER PARTY

The vessel, The trade, The cargo, The period, Delivery and Redelivery, The hire and payment of hire, Off-hire, Damage to the vessel.

UNIT 4 : ORGANIZATION OF A SHIP MANAGEMENT COMPANY

Departments in a Ship owning company - In-house vs. outsourcing of Ship Management functions. - Specifications of different types of ships viz. dry bulk cargo ships, general purpose ships, liners (container, break bulk and RoRo) and tankers.

UNIT 5 : SHIP MANAGEMENT PRACTICE

Definition of Ship Management, Services offered by Ship Management Companies, Technical Management, Crew Management, Commercial Management, Ancillary Services.

TEXT BOOKS :

1. Ship broking and Chartering Practice, Three R & Gordon. L, Publisher: Lloyd's of London Press
2. Elements of shipping, Alan Branch, Publisher: Sterling/ Routledge

REFERENCES :

1. Business & Law for the Shipmaster, F.N.Hopkins, Publisher: Brown, Son & Ferguson Ltd
2. Commercial Shipping Handbook, Peter Brodie, Publisher: Lloyd's of London Press



Program	BBA Shipping				
Course Code CDOEBB503D	Course Name:	L	T	P	C
	Export and Import Trade	4	0	0	4
Year and Semester	III (V Semester)				
Course Category	Core	Elective			
	✓				
Course Objective	1.To study the fundamentals of export and import trade 2.To learn about the export promotion measures 3.To gain knowledge about the export and import finance 4. To understand the export procedures 4. To familiarize the import procedure				
Course Outcome	On successful completion of the course, the students will be able to				
	CO	Course Outcomes			BTL
	CO1	Explain the role and functions of export and import trade			K2
	CO2	Examine the export promotion measures in India			K4
	CO3	Identify the financial aspects of EXIM trade			K3
	CO4	Analyse the export procedure and documentation			K4
	CO5	Explain the import procedure and documentation			K2
	CO6	Apply the knowledge on export and import procedure for business			K3

Pos/ COs	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PSO1	PSO2	PSO3	PSO4
CO1	2	2	2	-	2	3	3	2	2	2	3
CO2	2	2	2	2	2	3	3	2	2	2	3
CO3	3	-	-	-	2	2	3	2	2	2	3
CO4	3	-	-	-	2	2	3	2	2	2	3
CO5	3	-	-	-	2	2	3	2	2	2	3
CO6	3	2	2	2	2	2	3	2	2	2	3
Average	2.67	2.00	2.00	2.00	2.00	2.33	3.00	2.00	2.00	2.00	3.00
Correlation Levels	1. Slight (Low)			2. Moderate (Medium)			3. Substantial (High)				



UNIT 1 : BASICS OF EXPORT AND IMPORT TRADE

Need for exports and imports, Composition of India's export trade, India's Balance of payment, India's share in world trade, Foreign Trade Policy, Institutional Framework and Basics, Simplification of documentation in Exporting and Importing, Counter Trade, Pitfall of Exporting and Importing.

UNIT 2 : PROCESSING OF EXPORT ORDER

Processing of Export Order; Nature and Format of Export Order; Examination and Confirmation of Export Order; Manufacturing or Procuring Goods; Central Excise Clearance; Pre Shipment Inspection; Appointment of Clearing and Forwarding Agents; Transportation of Goods to Port of Shipment; Port Formalities and Customs Clearance; Dispatch of Documents by Forwarding Agent to the Exporter; Certificate of Origin and Shipment Advice; Presentation of Documents to Bank; Claiming Export Incentives; Excise Rebate; Duty Drawback.

UNIT 3 : EXIM FINANCE

Export Finance- Type of pre and post – shipment finance – fund and non-fund based-Financing deemed exports; Export finance in foreign currency. Import Finance-Types of import finance -LC's, supplier's credit, buyer's credit, Trust Receipt; Term Loan and Cash credit; Foreign Currency Loans. Role of EXIM bank and ECGC

UNIT 4: EXPORT AND IMPORT PROCEDURE

Export Procedure: Regulatory framework for exporters;-Registration; Register with export promotion council; Sales agreement, Export license Procuring/manufacturing goods for export, their statutory inspection; Labelling, packaging, packing and marking goods; Documentation procedure. Import Procedure: Registration with regional licensing authority and obtaining IEC code, Conditions of license; Imports under special scheme for exporters, Terms of import, Payment against imports.

UNIT 5: EXPORT PROMOTION ORGANISATIONS

Export Promotion Organization; its Objectives; Importance of Institutional Infrastructure; Govt. Policy Making and Consultations; Indian Trade Promotion Organization (ITPO); Indian Institute of Foreign Trade (IIFT); Indian Institute of Packaging (IIP); Indian Counsel of Arbitration (ICA); Federation of Indian Export Organization (FIEO); Marine Products Exports Development Authority (MPEDA); Export Processing Zones (EPZ); 100% Export Oriented Units (EOUs); Facilities for Units in EOUs, EPZs, EHTPs & STPs; Chamber of Commerce (COC).

TEXT BOOKS :

1. Export Management – P. K. Khurana – Galgotia Publishing Company, New Delhi.
2. Export Management – T. A. S. Balagopal – Himalaya Publishing House, Mumbai.

REFERENCE

1. Export Management – D. C. Kapoor – Vikas Publishing House Pvt. Ltd., New Delhi.



Program		BBA Shipping										
Course Code CDOEBB504D		Course Name: Legal Aspects of Shipping						L	T	P	C	
								3	0	0	3	
Year and Semester		III (V Semester)										
Course category		Core			Elective							
		✓										
Course Objective		<ol style="list-style-type: none"> To study the general principles of law To understand the law of contracts To learn the carriage of goods by sea To understand the principles of international law To know the Indian limitations act and arbitration 										
Course Outcome		On successful completion of the course, the students will be able to										
		CO	Course Outcomes								BTL	
		CO1	Identify the sources and types of law								K3	
		CO2	Explain the law of contracts and the principles of law of agency								K2	
		CO3	Examine the carriage of goods of sea and bill of lading								K4	
		CO4	Explain the role and importance of international law								K2	
		CO5	Examine the law of limitations and arbitration								K4	
		CO6	Apply the principles of law in shipping								K3	
Pos/ COs	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PSO1	PSO2	PSO3	PSO4	
CO1	2	-	-	-	-	2	2	2	-	-	2	
CO2	2	-	-	-	2	2	2	2	-	2	2	
CO3	2	-	-	-	2	-	2	2	-	2	2	
CO4	3	-	-	-	3	-	2	3	2	3	2	
CO5	2	-	-	-	-	-	2	2	-	-	2	
CO6	2	-	-	-	2	2	2	2	2	2	2	
Average	2.17	-	-	-	2.25	2.00	2.00	2.17	2.00	2.25	2.00	
Correlation Levels		1. Slight (Low)			2. Moderate (Medium)			3. Substantial (High)				



UNIT 1 : SOURCES AND TYPES OF LAW

Source of Law, Types of Law, Common Law, Case law, Legislation - General Principles of the Law of Tort – Elements in Tort, Types of Torts, Remedies in Tort

UNIT 2 : LAW OF CONTRACTS

Basic principles, Formation of Contract, Doctrine of Frustration, Remedies for Breach of Contract - Suits relating to Contracts, Contract of Indemnity & Guarantee, Specific Relief, Bailment. Principles of the Law of Agency- Creation of Agency, Principal-Agent Relationship, Rights and Duties, Warranty of Authority, INCOTERMS 2020.

UNIT 3 : CARRIAGE OF GOODS BY SEA

Private and Common Carriers, Types of Contracts, Bill of Lading, Charter Parties - International Conventions on Carriage of Goods by Sea, Hague Rules, Hague-Visby Rules 1968, Hamburg Rules 1978, Rotterdam Rules 2009. Bill of Lading – Forms and Functions; Types of Bill of Lading, Important Clauses in Liner Bill of Lading, Charter parties and Bill of Lading, Seaway Bills, Letter of Indemnity.

UNIT 4 : OVERVIEW OF INTERNATIONAL LAW

Admiralty Law and Jurisdiction – Action ‘In Rem’ Procedures, Ship’s Arrest. Liens – Types of Liens, Maritime Lien; Freight, Hire, Laytime, Safe Ports/Berths. General Average, Principles of General Average, York-Antwerp Rules 1974/1994, GA Expenditure and Recovery, Average Bonds, Warsaw convention, CMI & CMR Conventions, Customs and transit convention, Kyoto convention.

UNIT 5 : LAW OF LIMITATION

The Indian Limitation Act, Limitation of Liability - Alternate Dispute Resolution (ADR); Basic Principles, Arbitration, Conciliation, Arbitral Tribunals, Awards, Foreign Awards.

TEXTBOOKS :

1. Maritime Law by Christopher Hill (Sixth Edition)
2. Customs Law Practice and Procedures, V. S. Datey, Taxmann Allied Services Pvt. Ltd., 7th Edition 2010.
3. Marine insurance by Whither by Publishers UK

REFERENCES

1. Various Acts / Law Books (Bare Acts & Commentaries) on Port & Shipping Management
2. KHUSHPAT, S. J.(2013)Export Import Procedures and Documentation. Himalaya Publishing House: New Delhi.



Program	BBA Shipping											
Course Code	Course Name							L	T	P	C	
CDOEBB505D	Research Methods							3	0	0	3	
Year and Semester	III (V Semester)											
Prerequisite course	NIL											
Course category	Core			Elective								
	✓											
Course Objective	1.To understand the need and concepts of research method 2.To acquire knowledge on research design 3. To learn about the data and data collection methods 4. The gain knowledge on the scaling techniques 5. To understand the testing of hypothesis and report writing											
Course Outcome	On successful completion of the course, the students will be able to											
	CO	Course Outcomes									BTL	
	CO1	Explain the methods and process of research									K2	
	CO2	Examine the types of research design									K4	
	CO3	Identify the data collection methods									K3	
	CO4	Examine the scaling techniques									K4	
	CO5	Analyses the tools for data analysis and report writing									K4	
CO6	Apply the techniques of research in business decision making									K3		
Pos/COs	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PSO1	PSO2	PSO3	PSO4	
CO1	3	2	-	-	3	3	3	3	2	2	3	
CO2	2	2	-	-	2	2	3	3	2	2	3	
CO3	3	3	3	2	3	3	3	3	2	2	3	
CO4	3	2	-	-	2	2	3	3	2	2	3	
CO5	3	3	-	-	2	2	3	3	2	2	3	
CO6	3	2	3	2	2	3	3	3	2	2	3	
Average	2.83	2.33	3.00	2.00	2.33	2.50	3.00	3.00	2.00	2.00	3.00	
Correlation Levels	1. Slight (Low)			2. Moderate (Medium)				3. Substantial (High)				



UNIT 1 : INTRODUCTION TO RESEARCH METHODS

Business Research – Meaning, needs, types, process of research- management problem, defining the research problem, formulating the research Hypothesis, developing the research proposals, research design formulation, sampling design, planning and collecting the data for research, data analysis and interpretation. Research Application in business decisions, Features of good research study.

UNIT 2 : RESEARCH DESIGN

Business Research Design: Meaning and significance - Types: Exploratory and Conclusive Research Design.

Exploratory Research: Meaning, purpose, methods- Literature search, experience survey, focus groups and comprehensive case methods.

Conclusive Research Design - Descriptive Research - Meaning, Types – Cross sectional studies and longitudinal studies.

Experimental Research Design – Meaning and classification of experimental designs- formal and informal, Pre experimental design, Quasi-experimental design, True experimental design, statistical experimental design.

UNIT 3 : SAMPLING AND DATA COLLECTION

Sampling: Concepts- Types of Sampling - Probability Sampling – simple random sampling, systematic sampling, stratified random sampling, cluster sampling -Non Probability Sampling – convenience sampling- judgemental sampling, snowball sampling- quota sampling - Errors in sampling. DATA COLLECTION:

Data Collection methods such as Observation; Interview methods; Survey methods; Questionnaire design.

UNIT 4: MEASUREMENT AND SCALING TECHNIQUES

Basic measurement scales-Nominal scale, Ordinal scale, Interval scale, Ratio scale. Attitude measurement scale - Likert's Scale, Semantic Differential Scale, Thurstone scale, Multi-Dimensional Scaling

UNIT 5 : DATA PREPARATION, TEST OF HYPOTHESIS AND REPORT WRITING

Data Analysis and Report Writing: Editing, Coding, Classification, Tabulation, Validation Analysis and Interpretation. Test of hypothesis- Test Criteria such as Z-test, t-test, Chi-Square test and F-test (One-way ANOVA classification only). Importance of using SPSS(Statistical Package for the Social Sciences).

Report writing and presentation of results: Importance of report writing, types of research report, report structure, guidelines for effective documentation.

TEXT BOOKS :

1. Research Methodology: Methods and Techniques, C.R.Kothari, New Age International (P) Ltd
2. Research Methodology, R.Paneerselvam, Publisher: Prentice Hall of India

REFERENCE

1. Business Research Methodology, Donald R. Cooper, Publisher: Tata McGraw Hill



AMET
UNIVERSITY
(Deemed to be University Under Section 3 of UGC Act 1956)



CBCS CURRICULUM – 2023-24

Course Name: BBA

SEMESTER - VI



Program	BBA Shipping				
Course Code CDOEBB601D	Course Name :	L	T	P	C
	Entrepreneurship Management	3	1	0	4
Year and Semester	III (VI Semester)				
Course Category	Core	Elective			
	✓				
Course Objective	<ol style="list-style-type: none"> To study the fundamentals of entrepreneurship To know the business opportunity and business plan To gain knowledge about the project management To understand the sources of finance and its analysis To learn about the process of starting small enterprises 				
Course Outcome	On successful completion of the course, the students will be able to				
	CO	Course Outcome			BTL
	CO1	Explain the concepts of entrepreneurship management			K2
	CO2	Identify the business opportunity and business plan			K3
	CO3	Explain the concepts of project management			K2
	CO4	Examine the financial aspects of projects			K4
	CO5	Analyse the importance of small scale industries			K4
	CO6	Apply the entrepreneurial knowledge for startups.			K3

Pos/ COs	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PSO1	PSO2	PSO3	PSO4
CO1	3	-	-	2	2	2	3	3	2	3	3
CO2	3	-	-	2	2	2	3	3	2	3	3
CO3	3	2	-	2	2	2	3	3	2	3	3
CO4	3	2	2	2	2	2	3	3	2	3	3
CO5	3	2	2	2	2	2	3	3	2	3	3
CO6	3	2	2	3	3	3	3	3	2	3	3
Average	3.00	2.00	2.00	2.17	2.17	2.17	3.00	3.00	2.00	3.00	3.00
Correlation Levels	1. Slight (Low)			2. Moderate (Medium)			3. Substantial (High)				



UNIT 1 INTRODUCTION TO ENTREPRENEURSHIP

Meaning and concept of entrepreneurship, the history of entrepreneurship development, role of entrepreneurship in economic development, agencies in entrepreneurship management and future of entrepreneurship. The Entrepreneur: Meaning of entrepreneur, the skills required to be an entrepreneur, Types of an Entrepreneur.

UNIT 2 BUSINESS OPPORTUNITY IDENTIFICATION

Business ideas, methods of generating ideas, and opportunity recognition. Preparing a Business Plan- Meaning and significance of a business plan, components of a business plan, and feasibility study.

UNIT 3: PROJECT MANAGEMENT

Concept of Projects and Classification, Project Report, Project Appraisal, Factory location and Layout, Institutions in Aid of Entrepreneurs. Development of Women Entrepreneurs

UNIT 4 SOURCES OF FINANCE AND FINANCIAL ANALYSIS

Financial Appraisal, Break-Even Analysis, Profitability Analysis, Sources of Development Finance, Project Financing, Institutional Finance to Entrepreneurs.

UNIT 5 : SMALL SCALE INDUSTRIES:

Steps for Starting a Small Industry, Selection of Types of Organization, Incentives and Subsidies, Problems of Entrepreneurship, Sickness in Small-scale Industries - Reasons and Remedies, Importance of SME to our Economy.

TEXT BOOKS :

1. Dynamics of Entrepreneurial Development and Management, Vasant Desai, Publisher: Himalayan Book Company
2. Entrepreneur Development, Gupta & Srinivasan, Publisher: Pearson

REFERENCES:

1. Entrepreneurship Development and Management, Dr. A.K. Singh, Publisher: Laxmi Publications
2. Entrepreneurial Development, S. S. Khanka, Publisher: S. Chand



Program		BBA Shipping																																																																																						
Course Code CDOEBB602D		Course Name : Corporate Governance						L 3	T 0	P 0	C 3																																																																													
Year and Semester		III (VI Semester)																																																																																						
Course Category		Core			Elective																																																																																			
		✓																																																																																						
Course Objective		<ol style="list-style-type: none"> To learn the role of corporate governance To study the structure of corporate governance To understand the duties and responsibilities of board of directors To know the role of auditors in corporate governance To understand the importance of corporate social responsibility 																																																																																						
Course Outcome		On successful completion of the course, the students will be able to																																																																																						
		<table border="1"> <thead> <tr> <th>CO</th> <th colspan="9">Course Outcome</th> <th>BTL</th> </tr> </thead> <tbody> <tr> <td>CO1</td> <td colspan="9">Identify the role of corporate governance</td> <td>K3</td> </tr> <tr> <td>CO2</td> <td colspan="9">Explain the structure of corporate governance</td> <td>K2</td> </tr> <tr> <td>CO3</td> <td colspan="9">Examine the duties and responsibilities of board of directors</td> <td>K4</td> </tr> <tr> <td>CO4</td> <td colspan="9">Identify role of auditors in corporate governance</td> <td>K3</td> </tr> <tr> <td>CO5</td> <td colspan="9">Explain the importance of corporate social responsibility</td> <td>K2</td> </tr> <tr> <td>CO6</td> <td colspan="9">Apply the principles of corporate governance in organization</td> <td>K3</td> </tr> </tbody> </table>									CO	Course Outcome									BTL	CO1	Identify the role of corporate governance									K3	CO2	Explain the structure of corporate governance									K2	CO3	Examine the duties and responsibilities of board of directors									K4	CO4	Identify role of auditors in corporate governance									K3	CO5	Explain the importance of corporate social responsibility									K2	CO6	Apply the principles of corporate governance in organization									K3	
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Pos/ COs	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PSO1	PSO2	PSO3	PSO4																																																																													
CO1	2	2	2	-	-	-	3	3	2	3	3																																																																													
CO2	2	-	-	-	2	2	3	3	2	3	3																																																																													
CO3	3	2	2	2	2	2	3	3	2	3	3																																																																													
CO4	3	2	2	2	2	2	3	3	2	3	3																																																																													
CO5	3	2	2	2	2	2	3	3	2	3	3																																																																													
CO6	3	2	2	3	3	3	3	3	2	3	3																																																																													
Average	2.67	2.00	2.00	2.25	2.20	2.20	3.00	3.00	2.00	3.00	3.00																																																																													
Correlation Levels		1. Slight (Low)			2. Moderate (Medium)			3. Substantial (High)																																																																																



Unit-1 Introduction to Corporate Governance

Corporate Governance: Alternative perspectives- Background- reform- early days- new perspectives- codes of corporate governance- policy recommendations- governance policy.

Unit-2 Structure of Corporate Governance

Concept- Need- steps to improve corporate governance standards- features of good governance- role of regulators- accounting standards and corporate governance- corporate disclosure- insider trading.

Unit-3 Duties and Responsibilities of Board of Directors

Quality- Composition and role of Board- Outside Directors on the board (independent, nominee) - Executive and Non-Executive directors- SEBI clause 49- directors and financial institutions in enhancing corporate governance-critical issues in governance of board directors- CEO Duality.

Unit-4 Role of Auditors in corporate governance

Auditors: duties and responsibilities of auditors- corporate governance and internal auditors- Whistle blowing: Kinds of whistle blowing- precluding the need for whistle blowing. Discrimination- affirmative action- and reverse discrimination: Equal employment opportunity- Affirmative action- Preferential hiring.

Unit-5 Corporate Social Responsibility

Corporate Social Responsibility: Meaning- Evolution of corporate social responsibility- common indicators for measuring business social performance- reporting social responsibility measures in annual report.

Text Book:

1. Corporate Governance Practices, Kaushik Sharma, Macmillan

Reference Books:

1. Kevn Keasey, Steve Thompson & Mike Wright, Corporate Governance: Accountability, Enterprise and International Comparisons, John Wiley & Sons, Ltd



Program	BBA Shipping										
Course Code CDOEBB603D	Course Name: Major Project							L	T	P	C
								0	0	10	5
Year and Semester	III (VI Semester)										
Course Category	Core			Elective							
	✓										
Course Objective	<ol style="list-style-type: none"> To learn the fundamentals of business reporting To study the format of research report To learn the guidelines of report preparation To gain knowledge on analysis and discussion To understand the publication of report 										
Course Outcome	On successful completion of the course, the students will be able to										
	CO	Course Outcome									BTL
	CO1	Explain the business context for proposal preparation									K2
	CO2	Identify the research methodology for problems in shipping industry									K3
	CO3	Analyse the data collection tools for research									K3
	CO4	Examine the statistical applications for data analysis									K3
	CO5	Explain the research report on shipping and logistics industry									K2
	CO6	Apply the theoretical knowledge to offer the solutions									K5
Pos/ COs	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PSO1	PSO2	PSO3	PSO4
CO1	3	3	3	-	2	2	3	3	3	2	3
CO2	3	3	-	-	3	-	3	3	3	3	3
CO3	3	3	-	-	3	-	3	3	2	3	3
CO4	3	3	-	-	2	-	3	3	2	2	3
CO5	3	3	2	-	3	2	3	3	2	3	3
CO6	3	3	2	-	3	2	3	3	2	3	3
Average	3.0	3.0	2.3	-	2.7	2.0	3.0	3.0	2.3	2.7	3.0
Correlation Levels	1. Slight (Low)			2. Moderate (Medium)			3. Substantial (High)				



Guidelines for preparing a project report

1. Criteria for selecting the topic for project report: Project can be undertaken on any of major functional areas viz., Shipping, Logistics, Supply Chain Management, Marketing, Human Resource Management, Finance and Operations/Production Management in Shipping and Logistics organisations.
2. Preparation of project report:
 - (a) **Title of project work**: This should convey general issues that interests the organisation. The title should not be generic in nature and should imply that the work is being made to be able to make certain conclusions.
 - (b) **Objectives**: Objectives of the report should be clearly mentioned.
 - (c) **Methodology**: Students should specify the methodology that they are going to adopt to carry out the project. The project report can be either based on primary data collection methods or secondary data collection methods. If primary data will be used then questionnaires, charts, diagrams etc., should be employed. In case of secondary data, literature review of already existing literature on the related topics should be given prime importance.
 - (d) **Format of report for submission**
 - The full content of the report must be hard bound together so that the pages cannot be removed/replaced.
 - The cover of the report must contain title, name of the candidate, name of the programme and the year of submission.
 - Text pages should be printed on one side of the paper, preferably with 1.5 line spacing, and page numbers at the bottom of each page.
 - Each chapter should start from a new page.
 - Separate index sheets should be used for all chapters.
 - The project report must be around 50 - 100 pages.
 - The project report should contain the following parts.
 - a) Title page
 - b) Certificate from the Guide
 - c) Acknowledgements
 - d) Executive Summary
 - e) Table of contents
 - f) List of abbreviations used in the report
 - g) List of illustration and tables
 - h) Main text(Chapters)
 - i) Reference material-appendices, glossary, references, bibliography.



Program	BBA Shipping				
Course Code CDOEBBE1	Course Name Business Economics	L 3	T 0	P 0	C 3
Year and Semester	I (I Semester)				
Prerequisite course	NIL				
Course category	Core	Elective			
		✓			
Course Objective	<ol style="list-style-type: none"> To understand the scope of managerial Economics. To study the types of demand and forecasting. To learn the theories of consumer behaviour. To acquire knowledge about theories of production and cost. To gain knowledge on market structure. 				
Course Outcome	On successful completion of the course, the students will be able to				
	CO	Course Outcomes			BTL
	CO1	Explain the scope and functions of managerial economics			K2
	CO2	Analyse the functions of demand and forecasting			K4
	CO3	Explain the consumption pattern of consumers			K2
	CO4	Examine the factors of production and cost theories			K4
	CO5	Identify the market structure and functions			K3
	CO6	Apply the economic decisions for sustainability			K3

Pos/ COs	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PSO1	PSO2	PSO3	PSO4
CO1	2	-	2	2	2	3	3	2	2	2	3
CO2	2	-	2	2	2	3	3	2	2	2	3
CO3	-	-	2	2	2	2	3	-	2	2	3
CO4	2	-	2	2	2	2	3	2	2	2	3
CO5	3	2	2	2	2	2	3	3	2	2	3
CO6	3	2	2	2	2	3	3	3	2	2	3
Average	2.40	2.00	2.00	2.00	2.00	2.50	3.00	2.40	2.00	2.00	3.00
Correlation Levels	1. Slight (Low)		2. Moderate (Medium)			3. Substantial (High)					

UNIT 1 : NATURE AND SCOPE OF MANAGERIAL ECONOMICS

Meaning and Characteristics. Purpose of Managerial Economics in Business Decision-Making-Profit maximization theory in business. Goods and Services Tax (GST) in India.



UNIT 2: LAW OF DEMAND

Definition, kinds of demand and Demand Curve, Movement vs Shift of the Demand Curve, Determinants of Demand, Elasticity of Demand (Types-price, income and cross elasticity, Measurement of elasticity of demand). **Demand Forecasting:** Purpose, Techniques (survey method, statistical method-trend fitting, econometric regression method).

UNIT3: THEORY OF CONSUMER BEHAVIOR

Cardinal Utility Theory, law of diminishing marginal utility, law of equi-marginal utility;
Case Study Discussion.

UNIT4 : THEORY OF PRODUCTION AND COST

Law of Returns to Scale. **Theory of Cost:** Types, Short Run Cost Curves, Long Run Average Cost Curve, Economies and Diseconomies of scale, Break Even Analysis.

UNIT5 :MARKET STRUCTURE

Market Structure -Determination of Market Price under different market structures, Pure and Perfect Competition- features and causes, Shut down point and its significance. Monopoly market structure- Price Discrimination. Monopolistic Market Competition, Oligopoly-Oligopoly Model of Market Structure and its features.

TEXT BOOKS:

1. Managerial Economics, Dwivedi, D.N, Publisher: Vikas Publishing House Pvt Ltd.(2015)
2. Managerial Economics, Varshney. R.L. and Maheshwari. K.L., Publisher: Prentice Hall of India(2014)

REFERENCE :

Business Economics, K. JothiSivagnanam, R. Srinivasan, Publisher: Tata McGraw Hill(2010)



Program		BBA Shipping											
Course Code CDOEBBE2		Course Name : Ethics and Values						L	T	P	C		
								3	0	0	3		
Year and Semester													
Prerequisite course		NIL											
Course category		Core				Elective							
						✓							
Course Objective		1.To know the role of Ethics and its values in Human Life 2. To learn about the moral dilemmas and framework for solving them. 3. To learn about Unethical Challenges in work Environment 4. To acquire knowledge to realise self worth and contribute their betterment of the society 5. To know about in creating a gender equal society, happiness.											
Course Outcome		On successful completion of the course, the students will be able to											
		CO	Course Outcome									BTL	
		CO1	Know ethical and moral principles.									K2	
		CO2	Understand the ethical problems and analyze them.									K4	
		CO3	Enumerate the skills to confront moral issues and dilemmas.									K3	
		CO4	Understand major ethical theories.									K2	
		CO5	Apply the ethical theories to resolve moral issues.									K4	
		CO6	Infer the various ethical theories and undertake case studies.									K3	
Pos/ COs	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PSO1	PSO2	PSO3	PSO4		
CO1	2	-	-	-	-	2	2	2	-	-	2		
CO2	2	-	-	-	2	2	2	2	-	2	2		
CO3	2	-	-	-	2	-	2	2	-	2	2		
CO4	3	-	-	-	3	-	2	3	2	3	2		
CO5	2	-	-	-	-	-	2	2	-	-	2		
CO6	2	-	-	-	2	2	2	2	2	2	2		
Average	2.17	-	-	-	2.25	2.00	2.00	2.17	2.00	2.25	2.00		
Correlation Levels		1. Slight (Low)				2. Moderate (Medium)			3. Substantial (High)				



UNIT 1: PROFESSIONAL ETHICS

Profession – Morals – Ethics and Moral – Professional Ethics – Ethics and Science-Types of Ethics – Normative Ethics, Meta-Ethics and Applied Ethics.

UNIT 2: ETHICAL PROBLEMS AND ANALYSIS

Ethical problems and analysis – Engineering Ethics – Micro-Ethics, Macro- Ethics. Ethical analysis – Normative Inquiry, Conceptual Inquiry and Factual Inquiry – Case Study.

UNIT 3: MORAL ISSUES AND DILEMMAS

Moral Dilemmas – definition – examples of moral dilemmas –dilemmas in work environment- Kohlberg’s theory of moral development – Heinz’s dilemma – Gilligan’s theory – Case study.

UNIT 4: MAJOR ETHICAL THEORIES AND MORAL ISSUES

Consensus and Controversy – Authority and Autonomy – Multiple Motives – Safety in Engineering. Ethical Theories – Virtue Ethics: Aristotle and MacIntyre, Utilitarian Ethics: Act Utilitarian and Rule Utilitarian, Duty Ethics and Rights Ethics - Case Study.

UNIT 5: CORPORATE SOCIAL RESPONSIBILITY & CONSUMER PROTECTION:

Corporate responsibility of business: employees, consumers and commUNITY, Corporate Governance, Code of Corporate Governance, Consumerism, unethical issues, in sales, marketing and technology - Case Study.

TEXT BOOKS:

1. Mike W. Martin and Roland Schinzinger, Ethics in Engineering, Tata McGraw-Hill, 2003.

REFERENCE BOOKS

1. Charles B. Fleddermann, Engineering Ethics, Pearson Prentice Hall, New Jersey, 2004.
2. Charles E. Harris, Michael S. Pritchard and Michael J. Rabins, Engineering Ethics – Concepts and Cases, Thompson Wadsworth, A Division of Thomson Learning Inc., UNITED States, 2000.



Program	BBA Shipping				
Course Code CDOEBBE3	Course Name : Quantitative Techniques For Management	L	T	P	C
		2	1	0	3
Year and Semester	I (II Semester)				
Prerequisite course	NIL				
Course category	Core	Elective			
		✓			
Course Objective	1. To understand the mathematic concepts for business. 2. To study the differential calculus. 3. To learn the statistical quality control 4. To acquire knowledge on linear programming problems 5. To gain knowledge on transportation and assignment problem.				
Course Outcome	On successful completion of the course, the students will be able to				
	CO	Course Outcomes			BTL
	CO1	Identify the mathematic concepts for business.			K3
	CO2	Explain the functions of differential calculus			K2
	CO3	Analyse the statistical quality control process			K4
	CO4	Examine the linear programming problems in business			K4
	CO5	Explain the concepts of transportation and assignment problem in business			K2
	CO6	Apply the concepts and functions of quantitative techniques			K3

Pos/ COs	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PSO1	PSO2	PSO3	PSO4
CO1	2	-	-	-	-	-	2	2	-	-	2
CO2	2	-	-	-	-	-	3	2	-	-	3
CO3	2	-	-	-	-	-	3	2	-	-	3
CO4	2	-	-	-	-	-	3	2	-	-	3
CO5	2	-	-	-	-	-	2	2	-	-	2
CO6	3	-	-	-	-	-	3	3	-	-	3
Average	2.2	-	-	-	-	-	2.7	2.2	-	-	2.7
Correlation Levels	1. Slight (Low)			2. Moderate (Medium)			3. Substantial (High)				

UNIT 1 :BUSINESS MATHEMATICS

Introduction -Matrix Theory -Types of Matrices, Matrix Operations, Determinant of a Matrix, Solving of Simultaneous equations using Inverse Method.

UNIT 2 : DIFFERENTIAL CALCULUS



Derivatives of x^n , e^{mx} & $\log(x)$; Operations of derivatives, Successive differentiation; Application of differential Calculus- Marginal functions, Maxima & Minima (No Trigonometric functions, No Derivations)

UNIT 3 : STATISTICAL QUALITY CONTROL (SQC)

Introduction to SQC-Objectives of SQC, Techniques of SQC, Process & Product Control – Control Charts: Objectives of Control Charts Variable charts such as X-bar chart & R chart; Attribute charts such as c-chart & p-chart.

OPERATIONS RESEARCH

UNIT 4: LINEAR PROGRAMMING PROBLEM (LPP)

Structure of LPP; Formulation of LPP; Solution of LPP - Graphical Method, Simplex Method, Big-M Method; Two-phase method, Principles of Duality, Dual simplex method. Sensitivity Analysis, Anomalies of LPP.

UNIT 5: TRANSPORTATION PROBLEM & ASSIGNMENT PROBLEM

Basic feasible solution methods-North-West Corner Method, Least Cost Entry Method and Vogel's Approximation Method, Optimal solution method-MODI method; Degeneracy in transportation problem; Unbalanced Transportation Problem. Transshipment model, Assignment problem, Solution by Hungarian method, Unbalanced Assignment Problem

TEXT BOOKS

1. Business Mathematics, D.C.Sanchetti & V.K.Kapoor, Sultan Chand & co., 2007
2. Applied Statistics, S.P.Gupta, Publisher: Sultan Chand & Co., 2010

REFERENCES

1. Operations Research, V.K.Kapoor, Publisher: Sultan Chand and co. 2000
2. Operations Research: An Introduction, Hamdy A. Taha, Publisher: Pearson 2011

Program	BBA Shipping					
Course Code CDOEBBE4	Course Name :		L	T	P	C
	Strategic Business Leadership		3	0	0	3
Year and Semester	II (III Semester)					
Prerequisite course	NIL					
Course Category	Core	Elective				
		✓				
Course Objective	<ol style="list-style-type: none"> To understand the concept of leadership To Learn the leadership development To learn the types of Charismatic Leaders. To know the ethical decision and problems in leadership To learn the importance of contingency leadership 					
Course Outcome	On successful completion of the course, the students will be able to					
	CO	Course Outcomes				BTL
	CO1	Explain the concept and theory of leadership				K3
	CO2	Examine the leadership development process				K4
	CO3	Analyse the types of charismatic leadership				K4
	CO4	Explain the importance of ethics in leadership				K2
	CO5	Examine the influence on effective leadership				K4
	CO6	Apply the leadership behaviour in the organization				K3

Pos/COs	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PSO1	PSO2	PSO3	PSO4
CO1	2	-	2	2	2	2	3	2	2	2	3
CO2	2	-	-	-	3	3	3	2	2	2	3
CO3	-	-	-	-	2	3	3	2	-	2	3
CO4	2	2	2	2	3	3	3	2	-	2	3
CO5	-	2	-	-	2	3	3	2	2	2	3
CO6	2	2	2	2	3	3	3	3	2	2	3
Average	2.00	2.00	2.00	2.00	2.50	2.83	3.00	2.17	2.00	2.00	3.00
Correlation Levels	1. Slight (Low)			2. Moderate (Medium)			3. Substantial (High)				

UNIT 1: CONCEPT OF LEADERSHIP

LEADERSHIP - Definition - Importance – Factors of leadership – Leadership theory - Management verses Leadership - Important Keys to Effective Leadership - Attributes of Leadership - Leadership and organisational culture - Professionalism, ethical codes and the public interest.



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UNIT 2: LEADERSHIP DEVELOPMENT AND SUCCESSION

Development Through Self-Awareness and Self-Discipline - Development Through Education, Experience, and Mentoring - Leadership Development Programs - Leadership Succession

UNIT 3: CHARISMATIC AND TRANSFORMATIONAL LEADERSHIP

Meanings of Charisma - Types of Charismatic Leaders - Attributes of Charismatic Leaders - The Vision Component of Charismatic Leadership - Transformational Leadership - Attributes of Transformational Leadership - How Transformation Occurs

UNIT 4: LEADERSHIP AND ETHICS

Introduction to Business Ethics - Making Ethical decisions - Ethical Problems of Global Business - Ethical leadership in modern Business – Principles of Ethical Leadership – Importance of Ethical leadership - Model of ethical Leadership

UNIT 5: CONTINGENCY LEADERSHIP

Situational Influences on Effective Leadership Behaviour - Fiedler's Contingency Theory of Leadership Effectiveness - The Path-Goal Theory of Leadership Effectiveness - Situational Leadership - The Normative Decision Model Cognitive Resource Theory - Contingency Leadership in the Executive Suite - Leadership During a Crisis.

TEXT BOOKS

1. ACCA, strategic Business Reporting – Kaplan Publishing,UK, 2009
2. Stephanie S. Mead · Steven J. Stowell, The Art of Strategic Leadership: How Leaders at All Levels Prepare Themselves, Their Teams, and Organizations for the Future, 2000

REFERENCE

1. ACCA Professional Level Strategic Business Leader, 2001



Program	BBA Shipping										
Course Code CDOEBBE5	Course Name: Management Information System							L	T	P	C
								3	0	0	3
Year and Semester	II (III Semester)										
Prerequisite course	NIL										
Course Category	Core			Elective							
				✓							
Course Objective	1.To understand the foundation concepts of management information system 2. To study the various levels of data flow in MIS 3. To learn about the decision support system for business 4. To understand the business intelligence process in business 5. To learn business analytics for decision making										
Course Outcome	On successful completion of the course, the students will be able to										
	CO	Course Outcomes									BTL
	CO1	Identify the role and importance of management information system									K3
	CO2	Explain the functional applications of MIS									K2
	CO3	Examine the decision support systems in business									K4
	CO4	Explain business intelligence process in MIS									K2
	CO5	Analyse the concepts of business analytics for decision making									K4
CO6	Apply MIS and business intelligence for decision making									K3	
Pos/COs	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PSO1	PSO2	PSO3	PSO4
CO1	-	-	-	-	2	-	3	2	-	2	3
CO2	2	-	-	-	2	2	3	2	-	2	3
CO3	2	-	-	-	2	2	3	2	-	2	3
CO4	2	-	-	-	2	2	3	2	2	2	3
CO5	3	-	-	-	3	2	3	2	2	2	3
CO6	3	-	-	-	3	2	3	2	2	2	3
Average	2.40	-	-	-	2.33	2.00	3.00	2.00	2.00	2.00	3.00
Correlation Levels	1. Slight (Low)			2. Moderate (Medium)			3. Substantial (High)				



UNIT 1: INTRODUCTION

Introduction, Concept, evolution and meaning of MIS; Information system for competitive advantage; Systems approach to problem solving; Challenges in the development of MIS, MIS function in an organization.

UNIT 2: INFORMATION SYSTEM DEVELOPMENT

Information System Development: System Development Life Cycle (SDLC), Phases of SDLC, Fact Finding Technique, data flow diagram (DFD), Flow Chart , Security and Control Issues in Information System

UNIT 3: INFORMATION SYSTEM AND DECISION SUPPORT SYSTEM (DSS)

Marketing Information System, Human Resource Information System, Financial Management Information System, Production and its Importance in Decision-Making. Phases in decision making process - DSS- Characteristics and Capabilities of DSS – Application of DSS – Artificial intelligence – Decision tree -Expert System – Architecture of Expert System

UNIT 4: BUSINESS INTELLIGENCE

Levels of Data Abstraction, Types of Database, Data Models, Database management system (DBMS), Functions, Benefits, Designing of Database, Data Mapping, Security Issues of DBMS

UNIT 5: BUSINESS ANALYTICS

Business Analytics - Terminologies, Process, Importance- Descriptive analysis – Predictive Analysis - Organizational Structures aligning BA

TEXT BOOKS:

1. Kenneth C. Laudon and Jane P Laudon, Management Information Systems – Managing the Digital Firm,,2018
2. James O Brien, “Management Information Systems- Managing Information Technology in the Business Enterprise”, Tata McGraw Hill, 2017
3. Manuel Laguna, Johan Marklund, Business Process Modeling, Simulation and Design, Pearson Education. 2013

REFERENCE

1. Robert Schultheis and Mary Sumner, Management Information Systems – The Manager’ s View, Tata McGraw Hill, 1999
2. Marc J. Schniederjans, Dara G. Schniederjans and Christopher M. Starkey, " Business Analytics Principles, Concepts, and Applications - What, Why, and How", Pearson Ed. 2014
3. Christian Albright S and Wayne L. Winston, "Business Analytics - Data Analysis and Decision Making", Fifth edition, Cengage Learning.2013



Program	BBA Shipping				
Course Code CDOEBBE6	Course Name: STRATEGIC BUSINESS REPORTING	L	T	P	C
		3	0	0	3
Year and Semester	II (III Semester)				
Prerequisite course	NIL				
Course Category	Core	Elective			
		✓			
Course Objective	<ol style="list-style-type: none"> To learn the basics of corporate culture and professional reporting To study the concept of financial reporting framework To understand the financial reporting procedures To acquire knowledge about financial statement To gain knowledge on recent trends in financial regulations and reporting 				
Course Outcome	On successful completion of the course, the students will be able to				
	CO	Course Outcomes			BTL
	CO1	Explain the concepts and fundamentals of corporate principles and financial reporting			K2
	CO2	Examine the process of financial reporting framework			K4
	CO3	Analyze the financial statement and procedures			K4
	CO4	Identify the role and functions of financial measurement performance			K3
	CO5	Identify the regulations in reporting procedures			K3
	CO6	Apply the issues in financial measurement			K3

Pos/ COs	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PSO1	PSO2	PSO3	PSO4
CO1	2	-	-	-	2	-	3	2	2	2	3
CO2	2	2	-	-	2	-	3	2	2	2	3
CO3	3	-	-	2	2	2	3	3	2	2	3
CO4	3	2	2	2	2	2	3	3	2	2	3
CO5	3	2	2	2	2	2	3	3	2	2	3
CO6	3	2	2	2	2	2	3	3	2	2	3
Average	2.67	2.00	2.00	2.00	2.00	2.00	3.00	2.67	2.00	2.00	3.00
Correlation Levels	1. Slight (Low)			2. Moderate (Medium)			3. Substantial (High)				



UNIT 1: CONCEPT OF CORPORATE BUSINESS PROFESSIONALS

Fundamental ethical and professional principles- Professional Behaviour and compliance with accounting standards- Ethical requirements of corporate reporting and the consequences of unethical Behaviour .

UNIT 2: FINANCIAL REPORTING FRAMEWORK

The applications, strengths and weaknesses of an accounting framework- Reporting the financial performance of a range of entities - Revenue - Non-current assets -- Financial instruments. Leases- Employee benefits - Income taxes - Provisions, contingencies and events after the reporting date

UNIT 3: FINANCIAL STATEMENT

Financial statements of groups of entities - -Associates and joint arrangements - Changes in group structures - - acquisition, disposal &re-organization - Non-current assets held for sales and discontinued operation (IFRS5) - Foreign transactions and entities Group statements of cash flows

UNIT 4: FINANCIAL MEASUREMENT PERFORMANCE

Interpret financial statements for different stakeholders - Analysis and interpretation of financial information and measurement of performance

UNIT 5: FINANCIAL REGULATIONS AND REPORTING

The impact of changes in accounting regulation -Discussion of potential solutions to current issues in financial reporting- Issues in Financial Reporting

TEXT BOOKS :

1. ACCA, strategic Business Reporting – Kaplan Publishing,UK, 2009

REFERENCES :

1. Port State control, Dr. Z. Ozcayir, Publisher:Informa Legal Publishing UK, 2000

Program	BBA Shipping										
Course Code CDOEBBE7	Course Name : BUSINESS LAW							L	T	P	C
								3	0	0	3
Year and Semester	II (IV Semester)							Contact hours per week			
Prerequisite course	NIL							(3Hours)			
Course Category	Core			Elective							
				✓							
Course Objective	1. To know the fundamentals of Indian Contract Act,1936 2. To learn about the sale of goods Act,1930 3. To acquire knowledge on negotiable instruments(1958) and Partnership Act(1932) 4. To study the features of companies Act, 2013 5. To gain knowledge on the consumer protection and cyber law in practice										
Course Outcome	On successful completion of the course, the students will be able to										
	CO	Course Outcomes									BTL
	CO1	Identify the Indian Contracts Act, 1936									K3
	CO2	Examine the provisions of Sale of Goods Act, 1930.									K4
	CO3	Explain the various provisions and salient features of Negotiable Instruments(1958) and Partnership Act(1932)									K2
	CO4	Examine the provisions of Companies Act, 2013.									K4
	CO5	Explain the concepts of consumer protection and cyber law in practice									K2
	CO6	Apply the provisions of law in managing business									K3
Pos/COs	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PSO1	PSO2	PSO3	PSO4
CO1	2	-	-	-	-	2	2	2	-	-	2
CO2	2	-	-	-	2	2	2	2	-	2	2
CO3	2	-	-	-	2	-	2	2	-	2	2
CO4	3	-	-	-	3	-	2	3	2	3	2
CO5	2	-	-	-	-	-	2	2	-	-	2
CO6	2	-	-	-	2	2	2	2	2	2	2
Average	2.17	-	-	-	2.25	2.00	2.00	2.17	2.00	2.25	2.00
Correlation Levels	1. Slight (Low)			2. Moderate (Medium)			3. Substantial (High)				



UNIT:1 INDIAN CONTRACT ACT,1936

Essential of a valid contract, Void Agreements, Definition of contract, Formation of a contract, performance of contracts, breach of contract and its remedies, Quasi contracts. Offer, Acceptance, Consideration and Capacity to a party to enter in to a contract

UNIT:2 SALE OF GOODS ACT, 1930

Contract of Sales of Goods - Conditions and Warranties - Transfer of Property - Performance of a contract of sale - Rights of unpaid Seller. Sales contract, Transfer of title and risk of loss.

UNIT:3 NEGOTIABLE INSTRUMENTS (1958) & PARTNERSHIP ACT (1932)

Nature and requisites of negotiable instruments. Transfer of negotiable instruments and liability of parties, enforcement of secondary liability, holder in due course, special rules for Cheque and drafts, discharge of negotiable instruments. **PARTNERSHIP ACT**, Meaning, characteristics, formation, registration. Rights and duties of partners towards other partners; relation of partners to third parties. - Liabilities towards third parties - Dissolution of the firm.

UNIT:4 COMPANIES ACT, 2013

Major principles – Nature and types of companies, Formation, Memorandum and Articles of Association, Prospectus, Power, duties and liabilities of Directors, winding up of companies, Corporate Governance.

UNIT:5 CONSUMER PROTECTION ACT(1986) AND CYBER LAWS

Consumer Protection Act – Consumer rights, Procedures for Consumer grievances redressal, Types of consumer Redressal Machinerics and Forums, Cybercrimes, IT Act 2000 and 2002, Cyber Laws, Introduction of IPR – Copy rights, Trade marks, Patent Act.

TEXT BOOKS :

- 1) N. D. Kapoor, Elements of mercantile Law, Sultan Chand and Company, India, 2006.

REFERENCE :

- 2) Business and Commercial Laws-Sen and Mitra.
- 3) Business Laws-N. M. Wechlekar
- 4) Company Law-Avatar Singh



Program		BBA Shipping									
Course Code CDOEBBE8	Course Name : INDUSTRIAL MARKETING							L	T	P	C
								3	0	0	3
Year and Semester	III (VI Semester)										
Prerequisite course	NIL										
Course category	Core			Elective							
				✓							
Course Objective	<ol style="list-style-type: none"> To study the role of industrial marketing To understand the company resources and corporate strategy To learn the product development and importance of communication To know the industrial pricing strategy To study the integrated marketing communication 										
Course Outcome	On successful completion of the course, the students will be able to										
	CO	Course Outcome									BTL
	CO1	Explain the importance of industrial marketing									K2
	CO2	Examine the marketing plan and implementation									K4
	CO3	Identify the new product process and communication									K3
	CO4	Analyse the pricing methods									K4
	CO5	Examine the marketing communication mix									K4
	CO6	Apply the product and marketing strategies in industrial marketing									K3
Pos/COs	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PSO1	PSO2	PSO3	PSO4
CO1	2	-	2	2	2	3	3	2	2	2	3
CO2	3	2	3	2	3	3	3	2	3	3	3
CO3	3	2	3	2	3	3	3	2	3	3	3
CO4	2	2	2	2	3	2	3	2	3	3	3
CO5	3	2	3	2	3	3	3	2	3	3	3
CO6	3	2	3	2	3	3	3	2	3	3	3
Average	2.67	2.00	2.67	2.00	2.83	2.83	3.00	2.00	2.83	2.83	3.00
Correlation Levels	1. Slight (Low)			2. Moderate (Medium)				3. Substantial (High)			



UNIT 1 : OVERVIEW OF INDUSTRIAL MARKETING

B2B & B2C differences - the role of industrial marketing – Understanding industrial markets – Buying behaviour models-Segmentation-Making & buying decision-The informal influences.

UNIT 2 : MARKETING AND CORPORATE STRATEGY

The rise of corporate strategy - objectives – strategy development - company resources - Task of strategy Preparing marketing plan: Period of Plan - Developing the marketing plans - development of strategies - the elements of the plan setting out of the plan.

UNIT 3 : DEVELOPING NEW PRODUCT.

The basic approach - Product guidelines. The products search – The screening process – Organisation of the product function Communication to industrial marketing: Developing communication opportunities – Choosing the target – The channel of communication - The company image

UNIT 4 : PRICING STRATEGY

The price – the buying price - The arithmetic of short-term prices - Price negotiations Organising the market function: The marketing manager - The basis of organisation - Departmental organisation. Establishing a marketing department

UNIT 5 : INTEGRATED MARKETING COMMUNICATION

Sales force economics - The role of service - Planned advertising - Price, promotion and public relations- Territory planning, records and returns Product / market strategies

TEXT BOOKS:

1. Industrial Marketing, Krishna K Havaldar, Mcgraw Hill Education
2. Industrial marketing, Francis Cherunilam, Himalaya Publishing House

REFERENCES:

1. Industrial Marketing Management, M.Govindarajan, S.Chand
2. Strategic Marketing Management, David A.Aaker, Publisher: Wiley & Sons
3. Strategic Marketing Management: Text and Cases, S.L. Gupta, Publisher: Atlantic Publication



Program		BBA Shipping										
Course Code CDOEBBE9	Course Name : LEARNING AND DEVELOPMENT							L	T	P	C	
								3	0	0	3	
Year and Semester	III (V Semester)							Contact hours per week				
Prerequisite course	NIL							(3 Hours)				
Course Category	Core			Elective								
				✓								
Course Objective	<ol style="list-style-type: none"> To learn the concepts of training, learning and development To understand the process of training To know the designing and implementation of training module To study the methods of training To gain the knowledge on development and evaluation methods. 											
Course Outcome	On successful completion of the course, the students will be able to											
	CO	Course Outcomes									BTL	
	CO1	Identify the importance of training, learning and development									K3	
	CO2	Explain the need assessment and training process									K2	
	CO3	Explain the training module and its implementation									K2	
	CO4	Examine the methods of training and learning.									K4	
	CO5	Examine the functions of training development and evaluation.									K4	
	CO6	Apply the process of training and development									K3	
Pos/ COs	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PSO1	PSO2	PSO3	PSO4	
CO1	3	3	-	-	-	2	3	2	2	2	3	
CO2	2	2	-	-	-	2	3	2	2	2	3	
CO3	2	2	-	-	-	2	3	2	2	2	3	
CO4	2	2	-	-	-	2	3	2	2	2	3	
CO5	3	2	-	-	2	2	3	2	2	2	3	
CO6	3	2	-	-	2	2	3	2	2	2	3	
Average	2.50	2.17	-	-	2.00	2.00	3.00	2.00	2.00	2.00	3.00	
Correlation Levels	1. Slight (Low)			2. Moderate (Medium)				3. Substantial (High)				



UNIT 1: INTRODUCTION TO TRAINING, LEARNING AND DEVELOPMENT

Introduction to Training, Learning and Development – Meaning, Definition and its Importance -Principles of Learning - Theories, Strategies and Styles of Learning - Andragogy, Kolb, Bloom’s Taxonomy.

UNIT 2: TRAINING PROCESS

Process of Training – Steps in Training – Identification of Job Competencies – Criteria for Identifying Training Needs –Assessment of Training Needs – Methods and Process of Training Needs Assessment

UNIT 3: DESIGNING AND IMPLEMENTATION

Designing and Implementing a Training Program - Trainer Identification – Designing a Training Module (Cross Cultural – Leadership – Training the Trainer – Change) – Management Development Program – Budgeting for Training

UNIT 4: METHODS OF TRAINING

Methods of training – on the job training – off the job training – choosing optimum method – the lecture – field trips – panel discussion – behavior modeling – interactive demonstrations – brainstorming – case studies – action mazes, incident process, in-baskets, team tasks, buzz-groups and syndicates, agenda setting, role-plays-reverse role plays, rotational role plays, finding metaphors, simulations, business games.– Technology in Training – CBT – Multimedia Training – e-Learning/Online Learning- Distance Learning – Resistance to Training

UNIT 5: DEVELOPMENT AND EVALUATION

Need for development – differences between training and development – management development program – career development program – counseling evaluation of programs – job evaluation. Evaluation of Training Program – Kirk Patrick Model of Evaluation – CIRO model – Cost-Benefit Analysis – ROI of Training

TEXT BOOKS :

Required Book

1. Blanchard N.P., Thacker, J., & Ram, A. *Effective Training: Systems, Strategies and Practices*, 5/E. Pearson.

Suggested Readings

1. Bhatia S.K. Training and Development. Deep & Deep Publications.
2. Noe, R.A. Employee Training & Development, 4/E. Tata McGraw Hill.
3. Saks, A.M. Managing Performance through Training and Development. 6/E, Cengage.
4. Agochia, D. Every Trainers Handbook, 2/E. Sage Publications.



Program		BBA Shipping											
Course Code CDOEBBE10		Course Name : STRATEGIC COST MANAGEMENT						L	T	P	C		
								3	0	0	3		
Year and Semester		I (II Semester)						Contact hours per week (3Hours)					
Prerequisite course		NIL											
Course category		Core			Elective								
					✓								
Course Objective		<ol style="list-style-type: none"> To understand basics of cost management To know the tools and techniques of strategic cost management To learn the role of standard costing in profit planning. To understand the significance of activity-based costing To learn the recent trends in strategic cost management 											
Course Outcome		On successful completion of the course, the students will be able to											
		CO	Course Outcome									BTL	
		CO1	Identify different costing methods									K3	
		CO2	Examine tools and techniques of strategic cost management									K4	
		CO3	Examine the need for standard costing in profit planning.									K4	
		CO4	Explain the importance of activity-based costing									K2	
		CO5	Analyse the recent concepts of strategic cost management									K4	
		CO6	Apply techniques of strategic cost management in decision making									K3	
Pos/COs	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PSO1	PSO2	PSO3	PSO4		
CO1	3	-	2	-	-	-	3	3	2	3	3		
CO2	3	-	2	-	2	2	3	3	2	3	3		
CO3	3	2	2	2	2	-	3	3	2	3	3		
CO4	3	2	2	2	2	-	3	3	2	3	3		
CO5	3	2	2	2	2	2	3	3	2	3	3		
CO6	3	2	2	2	3	2	3	3	2	3	3		
Average	3.00	2.00	2.00	2.00	2.20	2.00	3.00	3.00	2.00	3.00	3.00		
Correlation Levels		1. Slight (Low)				2. Moderate (Medium)			3. Substantial (High)				



UNIT 1: COST MANAGEMENT

Concept of costing, Methods of costing, Life Cycle costing –characteristics, phases, benefits, Target costing – features, steps, advantages, Cost Control and Cost Reduction.

UNIT 2: STRATEGIC COST MANAGEMENT TECHNIQUES

Decision Making Techniques - Marginal Costing- Differential costing - CVP Analysis – Profit Volume Graphs – Contribution Approach, Costing of Service Sector – methods, pricing, performance measurement.

UNIT 3: STANDARD COSTING IN PROFIT PLANNING

Variiances, Controllable / Non-controllable Variiances, Application of budgetary control and Standard Costing in Profit planning, Standard Costing Vs Budgetary Control,

UNIT 4: ACTIVITY BASED COST MANAGEMENT

Activity Based Cost Management - Concept , purpose, benefits, stages, relevance in decision making and its application in Budgeting, Responsibility accounting, Traditional Vs. ABC System – comparative analysis

UNIT 5: RECENT TRENDS IN STRATEGIC COST MANAGEMENT

Cost of Quality, PRAISE Analysis , steps, difficulties in PRAISE Analysis, implementation of PRAISE Analysis, PARETO Analysis, Quality Costs.

TEXT BOOKS:

- 1 Cost Management, Blocher, Publisher: Richard D. Irwin, Inc
- 2 Cost Management : Strategies for Business Decisions, Ronald W. Hilton, Michael W. Maher and Frank Selto, Publisher: Richard D. Irwin, Inc.

REFERENCE :

- 1.Strategic Cost and Management Accounting-Institute of company secretaries of India
2. Cost Accounting- Institute of cost Accountants of India



Program		BBA Shipping									
Course Code CDOEBBE11	Course Name ENTERPRISE RESOURCE PLANNING	L		T		P		C			
		3		0		0		3			
Year and Semester	III (VI Semester)			Contact hours per week (3Hours)							
Prerequisite course	NIL										
Course Category	Core			Elective							
				✓							
Course Objective	1.To Identify different functional integration of ERP 2. To study the functional modules and Enterprise resources planning solutions 3. To learn the implementation of Enterprise resources planning implementation 4. To understand the post Enterprise resources planning implementation activities. 5. To gain knowledge on trends of Enterprise resources planning.										
Course Outcome	On successful completion of the course, the students will be able to										
	CO	Course Outcome									BTL
	CO1	Identify the fundamentals of enterprise resource planning									K3
	CO2	Explain the Enterprise resource planning for functional modules of business.									K2
	CO3	Analyse enterprise resource planning software for office automation									K4
	CO4	Examine the progress of an Enterprise Resource Planning software implementation.									K4
	CO5	Examine the emerging trends on enterprise resource planning.									K4
CO6	Apply the enterprise resource planning for modernization of business									K3	
Pos/COs	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PSO1	PSO2	PSO3	PSO4
CO1	2	2	2	2	2	2	3	3	3	2	3
CO2	3	2	3	3	3	2	3	3	3	2	3
CO3	3	2	3	3	3	3	3	3	3	2	3
CO4	3	3	3	3	2	3	3	3	3	2	3
CO5	3	2	2	2	2	2	3	3	3	2	3
CO6	3	2	3	3	3	2	3	3	3	2	3
Average	2.83	2.17	2.67	2.67	2.50	2.33	3.00	3.00	3.00	2.00	3.00
Correlation Levels	1. Slight (Low)			2. Moderate (Medium)			3. Substantial (High)				



UNIT 1: INTRODUCTION TO ERP

Overview of enterprise systems – Evolution - Risks and benefits - Fundamental technology – ERP Security- Issues to be consider in planning design and implementation of cross functional integrated ERP systems.

UNIT 2: ERP SOLUTIONS AND FUNCTIONAL MODULES

Overview of ERP software solutions- Small, medium and large enterprise vendor solutions- Business Process Reengineering - ERP Market Place- best business practices - Business process Management - Functional modules – Case studies

UNIT 3: ERP IMPLEMENTATION

Planning Evaluation and selection of ERP systems - Implementation life cycle - ERP implementation, Methodology and Frame work- Training – Data Migration People Organization in implementation-Consultants, Vendors and Employees

UNIT 4: POST IMPLEMENTATION

Maintenance of ERP- Organizational impact in ERP - Industrial impact in ERP - Success factors of ERP Implementation – Failure factor of ERP Implementation – Case Studies.

UNIT 5: EMERGING TRENDS IN ERP

Extended ERP systems and ERP add-ons -CRM, SCM, Business analytics - Future trends in ERP systems-web enabled, Wireless technologies, cloud computing – Case studies

TEXTBOOK:

1. Alexis Leon, “ERP demystified”, third Edition, Tata McGraw-Hill
2. Jagan Nathan Vaman, “ERP in Practice”, Tata McGraw-Hill



Program	BBA Shipping				
Course Code CDOEBBE12	Course Name: DIGITAL AND SOCIAL MEDIA MARKETING	L	T	P	C
		3	0	0	3
Year and Semester	III (VI Semester)				
Course category	Core	Elective			
		✓			
Course Objective	1.To study the fundamentals of search engine optimization 2.To Gain knowledge on the application and Usage of Web Analytics 3.To know about e-mail marketing communication 4.To understand the social media marketing 5. To learn about contend and blog marketing				
Course Outcome	On successful completion of the course, the students will be able to				
	CO	Course Outcome			BTL
	CO1	Identify the basics of search engine optimization			K3
	CO2	Examine the Website Traffic and campaign statistics			K4
	CO3	Identify the E-mail marketing communication to reach the audience innovatively.			K3
	CO4	Explain about social media marketing			K2
	CO5	Identify the usage of Unique interaction			K3
	CO6	Apply the application based, location based SMS marketing through Mobile.			K4

Pos/ COs	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PSO1	PSO2	PSO3	PSO4
CO1	2	-	-	2	2	2	3	3	3	2	3
CO2	3	-	-	2	2	2	3	3	3	2	3
CO3	3	2	2	2	2	2	3	3	3	2	3
CO4	3	2	2	2	2	2	3	3	3	2	3
CO5	3	2	2	2	2	2	3	3	3	2	3
CO6	3	3	3	3	2	2	3	3	3	2	3
Average	2.83	2.25	2.25	2.17	2.00	2.00	3.00	3.00	3.00	2.00	3.00
Correlation Levels	1. Slight (Low)			2. Moderate (Medium)			3. Substantial (High)				



UNIT 1: OVERVIEW OF DIGITAL MARKETING

'Business to Business' (B2B), 'Business to Consumer' (B2C) and 'Not-for-Profit' marketing, PR and communications. Search Engine Marketing (SEM) – Appreciate the role of pay per click in website listing.

UNIT 2: WEB ANALYTICS

Measure, monitor and evaluate the website traffic and campaign statistics. Learn how to make business decisions from the metrics available in Digital Media. brand reputation management techniques and systems

UNIT 3: EMAIL MARKETING

Delivering the relevant marketing communication to targeted audience in most creative way. Learn how to effectively build your users lists, deliver emails & generate relevant clicks. Marrying the off line database with online database. tracking return on investment (ROI)

UNIT 4: SOCIAL MEDIA MARKETING (SMM)

Harnessing the strength of social media for marketing. Learn how to build brand preferences, generate leads & aggregate audience on Social Media, Blogging and microblogging, Social networking.

UNIT 5: CONTENT AND BLOG MARKETING (CBM)

Content marketing, brochure, and case studies for unique interaction. Mobile Marketing (MM) – Strategizing marketing through smart devices. Learn App-based marketing, QR codes, Location-based Content and Blog Marketing (CBM), SMS marketing.

TEXT BOOKS :

1. Dave Chaffey & Fiona Ellis-Chadwick, Digital Marketing: Strategy, Implementation & Practice
2. Puneet Singh Bhatia, “Fundamentals of Digital Marketing”, Pearson.