



## ODL - Self Learning Materials (SLM)

**Complete information about “Self Learning Material” including name of the faculty who prepared it, when was it prepared and last updated for Open and Distance Learning Programmes**

AMET Deemed to be University allocated the faculty members to prepare the Self-Learning Materials (SLM) by strictly following the guidelines of UGC-DEB and also based on the Curriculum and Syllabus earmarked for the ODL programmes such as MBA-Shipping and Logistics Management, Bachelor of Business Administration (BBA) and Bachelor of Commerce (B.Com).

AMET Deemed to be University was granted with approval in February 2024 for ODL and Online Programmes.

The details of the dates of the preparation / updation of Self-Learning Materials (SLM) are given below:

S.No.	Programmes	When the SLM was prepared for ODL	When the SLM was last updated for ODL
1	MBA – Shipping and Logistics Management	October 2023	NA
2	Bachelor of Business Administration (BBA)	October 2023	NA
3	Bachelor of Commerce (B.Com)	October 2023	NA

The details of the faculty members who were involved in the preparation / review of the Self-Learning Materilas (SLM) are attached.

**Director-CDOE**

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



# AMET UNIVERSITY

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

The following faculty members of AMET Deemed to be University are assigned as SLM Content Writers and Reviewers for BBA – Semester-I, II, III & IV

## BBA-Semester-I

S.No	Course Code	Course Title	Content Writer (ODL)	Content Reviewer (ODL)
1	CDOEBB101D	Business English- I	Ms.Sumitha	Dr.Sandeep Kumar Gupta
2	CDOEBB102D	Communication Skills Laboratory - I	Ms.Sumitha	Mr.S.Arunkumar
3	CDOEBB103D	Principles of Management and Organizational Behaviour	Dr.Sandeep Kumar Gupta	Ms.R.Divyaranjani
4	CDOEBB104D	Introduction to Shipping Business	Dr.J.Rengamani	Dr.R.Balaji
5	CDOEBB105D	Business Statistics	Ms.R.Divyaranjani	Dr.J.Rengamani
6	CDOEBB106D	Marketing Management	Ms.Elavarasi	Dr.R.Srinivasan
7	CDOEBB107D	Information Technology for Business	Dr.D.Arivazhagan	Ms.Sumitha
8	CDOEBB108D	IT tools for Business (Practical)	Dr.D.Arivazhagan	Ms.Sumitha
9	CDOEBBE1	Business Economics	Dr.S.Poongavanam	Dr.A.Shameem
10	CDOEBBE2	Ethics and values	Dr.R.Srinivasan	Dr.Sandeep Kumar Gupta

## BBA-Semester-II

S.No	Course Code	Course Title	Content Writer (ODL)	Content Reviewer (ODL)
1	CDOEBB201D	Business English- II	Ms.Sumitha	Dr.R. Vettriselvan
2	CDOEBB202D	Communication Skills Laboratory - II	Ms.Sumitha	Dr.R. Vettriselvan
3	CDOEBB203D	Business Accounting	Dr.A.Shameem	Dr.S.Poongavanam
4	CDOEBB204D	International Trade	Dr.R. Vettriselvan	Dr.Sandeep Kumar Gupta
5	CDOEBB205D	Economics of Sea Transport	Dr.S.Poongavanam	Mr.S.Arunkumar
6	CDOEBB206D	Human Resource Management	Dr.Sandeep Kumar Gupta	Dr.R.Srinivasan
7	CDOEBB207D	Foreign Exchange Markets	Dr.Haroon Basha.I	Dr.A.Shameem
8	CDOEBBE3	Quantitative Techniques for Management	Mr.S.Arunkumar	Dr.R.Balaji
9	CDOEBBE4	Strategic Business Leadership	Ms.R.Divyaranjani	Dr.D.Arivazhagan

Dr. J. RENGAMANI, MBA., Ph.D.,  
Director, ODL

Prof. Dr. V. RAJENDRAN



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## BBA-Semester-III

S.No	Course Code	Course Title	Content Writer (ODL)	Content Reviewer (ODL)
1	CDOEBB301D	Interpersonal Communication	Ms.Sumitha	Dr.D.Arivazhagan
2	CDOEBB302D	Financial Management	Dr.S.Poongavanam	Dr.R.Balaji
3	CDOEBB303D	Logistics Management	Dr.J.Rengamani	Dr.R.Srinivasan
4	CDOEBB304D	Ports and Terminals Management	Dr.Sandeep Kumar Gupta	Dr.J.Rengamani
5	CDOEBB305D	Multimodal Transportation	Dr.A.Shameem	Dr.S.Poongavanam
6	CDOEBB306D	Economic Geography	Mr.S.Arunkumar	Dr.Haroon Basha.I
7	CDOEBB307D	Retail Management	Dr.R.Srinivasan	Ms.Sumitha
8	CDOEBBE5	Management Information System	Dr.D.Arivazhagan	Dr.R.Vettriselvan
9	CDOEBBE6	Strategic Business Reporting	Ms.R.Divyaranjani	Dr.R.Balaji

## BBA-Semester- IV

S.No	Course Code	Course Title	Content Writer (ODL)	Content Reviewer (ODL)
1	CDOEBB401D	Professional communication	Ms.Sumitha	Dr.D.Arivazhagan
2	CDOEBB402D	Liner Trade	Dr.J.Rengamani	Dr.R.Srinivasan
3	CDOEBB403D	Marine Insurance	Dr.S.Poongavanam	Mr.S.Arunkumar
4	CDOEBB404D	Supply Chain Management	Dr.Sandeep Kumar Gupta	Dr.J.Rengamani
5	CDOEBB405D	Sales and Distribution Management	Dr.R.Srinivasan	Ms.Sumitha
6	CDOEBBE7	Management Information System	Dr.Haroon Basha.I	Dr.A.Shameem
7	CDOEBBE8	Industrial Marketing	Dr.R.Vettriselvan	Dr.D.Arivazhagan

Programme Co-ordinator

Director-ODL

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## B.Com-Semester-I

S.No	Course Code	Course Title	Content Writer (ODL)	Content Reviewer (ODL)
1	CDOEBC101D	Business Mathematics	Dr.M.Ruben Anto	Ms.R.Divyananjani
2	CDOEBC102D	Business English I	Ms.Sumitha	Dr.A.Shameem
3	CDOEBC103D	Communication Skills I	Ms.Sumitha	Dr.A.Shameem
4	CDOEBC104D	Financial Accounting I	Dr.R.Sathish	Dr.S.Poongavanam
5	CDOEBC105D	Introduction to Shipping Business	Dr.J.Rengamani	Dr.R.Balaji
6	CDOEBC106D	Introduction to Logistics	Dr.A.Shameem	Dr.Sandeep Kumar Gupta
7	CDOEBC107D	Business Economics	Dr.S.Poongavanam	Dr.R.Srinivasan
8	CDOEBC108D	Introduction to Information Technology	Dr.D.Arivazhagan	Dr.M.Ruben Anto
9	CDOEBCE1D	Corporate Communication	Ms.R.Divyananjani	Ms.Sumitha
10	CDOEBCE2D	Organisational Behaviour	Dr.R.Srinivasan	Dr.R.Sathish

## B.Com-Semester-II

S.No	Course Code	Course Title	Content Writer (ODL)	Content Reviewer (ODL)
1	CDOEBC201D	Business Statistics	Ms.R.Divyananjani	Dr.R.Balaji
2	CDOEBC202D	Business English II	Ms.Sumitha	Dr.A.Shameem
3	CDOEBC203D	Communication skills II	Ms.Sumitha	Dr.A.Shameem
4	CDOEBC204D	Financial Accounting II	Dr.R.Sathish	Dr.M.Ruben Anto
5	CDOEBC205D	Port Management	Dr.J.Rengamani	Dr.Sandeep Kumar Gupta
6	CDOEBC206D	Banking and financial institution	Dr.A.Shameem	Dr.R.Srinivasan
7	CDOEBC207D	Supply Chain Management	Dr.S.Poongavanam	Dr.J.Rengamani
8	CDOEBC208D	Introduction to Programming	Dr.D.Arivazhagan	Dr.M.Ruben Anto
9	CDOEBCE3D	Mercantile Law	Dr.M.Ruben Anto	Dr.R.Srinivasan
10	CDOEBCE4D	Marketing Management	Dr.R.Srinivasan	Dr.R.Sathish

*J. Rengamani*

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## B.Com-Semester-III

S.No	Course Code	Course Title	Content Writer (ODL)	Content Reviewer (ODL)
1	CDOEBC301D	Interpersonal Communication	Ms.Sumitha	Ms.R.Divyaranjani
2	CDOEBC302D	Cost and Management Accounting	Dr.M.Ruben Anto	Dr.A.Shameem
3	CDOEBC303D	Ship Chartering	Dr.J.Rengamani	Dr.R.Balaji
4	CDOEBC304D	Principles of Management	Dr.R.Srinivasan	Dr.Sandeep Kumar Gupta
5	CDOEBC305D	Multimodal Transportation and Logistic Planning	Dr.A.Shameem	Dr.R.Balaji
6	CDOEBC306D	Database Management System	Dr.D.Arivazhagan	Dr.S.Poongavanam
7	CDOEBCE5D	Exim Procedure and Forex Management	Dr.S.Poongavanam	Dr.R.Srinivasan
8	CDOEBCE6D	E-Commerce and Digital Processing	Ms.R.Divyaranjani	Dr.M.Ruben Anto

## B.Com-Semester-IV

S.No	Course Code	Course Title	Content Writer (ODL)	Content Reviewer (ODL)
1	CDOEBC401D	Professional Communication	Ms.Sumitha	Ms.R.Divyaranjani
2	CDOEBC402D	Financial Management	Dr.M.Ruben Anto	Dr.A.Shameem
3	CDOEBC403D	Retail Logistics and Warehouse Management	Dr.A.Shameem	Dr.R.Balaji
4	CDOEBC404D	Marine Insurance	Dr.S.Poongavanam	Dr.R.Srinivasan
5	CDOEBC405D	Entrepreneurship Development	Ms.R.Divyaranjani	Dr.M.Ruben Anto
6	CDOEBC406D	Web Technology	Dr.D.Arivazhagan	Dr.S.Poongavanam
7	CDOEBCE7D	Fundamentals of HRM	Dr.R.Srinivasan	Dr.R.Sathish
8	CDOEBCE8D	Micro Finance Operations	Dr.R.Sathish	Dr.M.Ruben Anto

  
Programme Co-ordinator

  
Director-ODL

  
Registrar

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The following faculty members of AMET Deemed to be University are assigned as SLM Content Writers and Reviewers for MBA – Semester-I and Semester-II


### MBA-Semester- I

S.No.	Course Code	Course Title	Content Writer (ODL)	Content Reviewer (ODL)
1	CDOEMB101D	People Management and Organisational Behaviour	Dr.Sandeep Kumar Gupta	Dr.S.Poongavanam
2	CDOEMB102D	Global Shipping Business	Dr.R.Balaji	Dr.A.Shameem
3	CDOEMB103D	Maritime Economics	Dr.S.Poongavanam	Dr.R.Srinivasan
4	CDOEMB104D	Marketing Management	Dr.R.Srinivasan	Dr.D.Arivazhagan
5	CDOEMB105D	Accounting and Financial Management	Dr.A.Shameem	Dr.R.Srinivasan
6	CDOEMB106D	Data Analysis	Dr.J.Rengamani	Dr.R. Vettriselvan
7	CDOEMB107D	Communication for Managers	Dr.I.Haroon Basha	Dr.S.Poongavanam
8	CDOEMB301D	Computer Applications for Business	Dr.D.Arivazhagan	Ms.Sumitha
9	CDOEMBE02D	Cross Cultural Management	Dr.R. Vettriselvan	Ms.R.Divya Ranjani

### MBA-Semester- II

S.No.	Course Code	Course Title	Content Writer (ODL)	Content Reviewer (ODL)
1	CDOEMB201D	Chartering and Commercial Geography	Dr.J.Rengamani	Dr.A.Shameem
2	CDOEMB202D	Logistics Management	Dr.A.Shameem	Dr.D.Arivazhagan
3	CDOEMB203D	Liner Shipping Business	Dr.R.Balaji	Dr.S.Poongavanam
4	CDOEMB204D	Port Operations and Pricing	Dr.S.Poongavanam	Dr.R.Balaji
5	CDOEMB205D	Research Methodology	Dr.I.Haroon Basha	Ms.R.Divya Ranjani
6	CDOEMB206D	International Business	Dr.R.Vettriselvan	Mr.S.Arunkumar
7	CDOEMBE03D	International HRM	Dr.Sandeep Kumar Gupta	Ms.Sumitha
8	CDOEMBE04D	Air Cargo Management	Dr.D.Arivazhagan	Dr.R.Srinivasan

  
Programme Co-ordinator

  
Director-ODL

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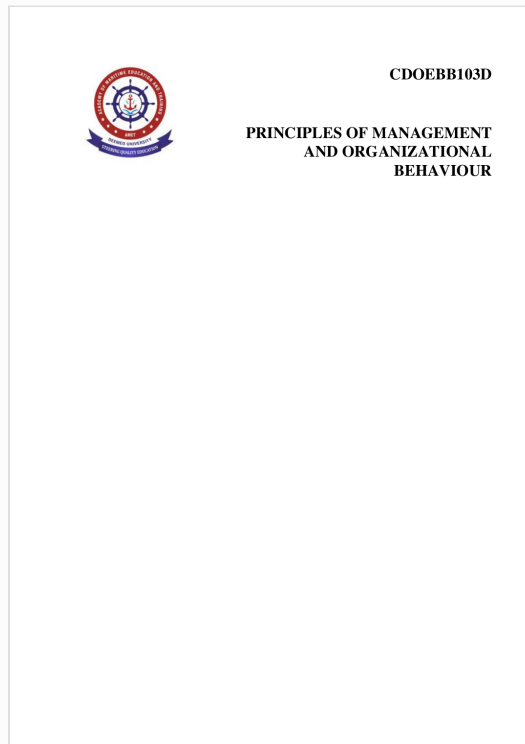


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File size: 3.32M  
Page count: 221  
Word count: 51,110  
Character count: 333,234  
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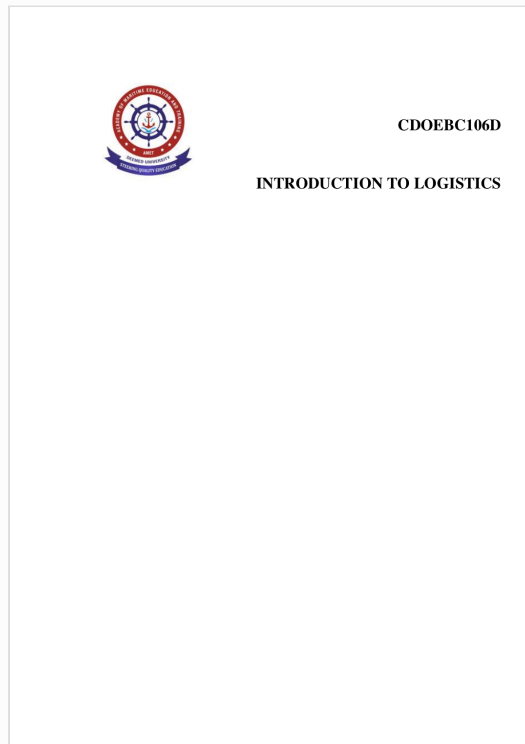


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File size: 1.9M  
Page count: 229  
Word count: 55,439  
Character count: 360,558  
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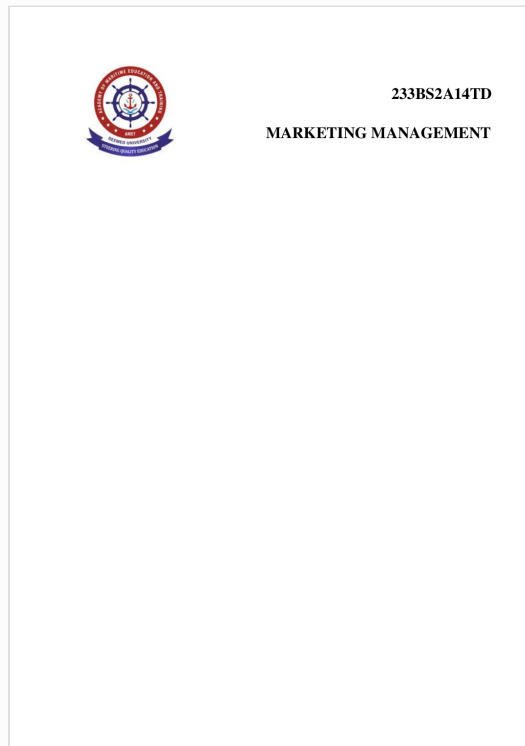


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Assignment title: AMET University  
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File name: AMET\_-\_MBA\_-\_Sem\_1\_-\_Marketing\_Management\_-\_SLM.docx  
File size: 679.85K  
Page count: 226  
Word count: 48,635  
Character count: 321,535  
Submission date: 29-Oct-2023 04:40AM (UTC-0400)  
Submission ID: 2210398826





## E-Learning Materials (ELM)

### Similarly information about “E-Learning Materials” in 4 quadrants in case of Online programmes

AMET Deemed to be University has prepared the E-Learning Materials by strictly following the guidelines of UGC-DEB for the Online programmes such as MBA-Shipping and Logistics Management, Bachelor of Business Administration (BBA) and Bachelor of Commerce (B.Com). The Four-Quadrants approach has effectively been used in the preparation and delivery of E-Learning Materials, such as,

Quadrant-I is e-Tutorial; which contains the Video and Audio Contents

Quadrant-II is e-Content; which contains the self instructional material, e-Books, illustrations, case studies, presentations etc, and also contain Web Resources such as further references, etc.

Quadrant-III is the Discussion forum for raising of doubts and clarifying them on a near real time basis by the Course Coordinator or his team.

Quadrant-IV is Assessment, which contains the Online Assessment through Formative and Summative Assessments.

The ELM and LMS can be accessed by the students and the faculty members by using the following web links:

Online Programme Details	Websites
Online Website	<a href="https://auol.in/">https://auol.in/</a>
Student Portal to Access the LMS and the ELM	<a href="https://portal.auol.in/">https://portal.auol.in/</a>
Faculty Portal to Access the LMS and the ELM	<a href="https://lms.auol.in/">https://lms.auol.in/</a>
Admission Email-Id	<a href="mailto:admissions@auol.in">admissions@auol.in</a>
Student Support Mail ID	<a href="mailto:support@auol.in">support@auol.in</a>



## **Salient Features of Learning Management System (LMS)**

1. AMET University has developed a user-friendly and navigable LMS, covering all FOUR quadrants
2. LMS has AV tutorials, exercises, and case studies, with graphics rich contents
3. Vimeo and Cloud storages are used for storing the AV contents
4. LMS has a provision for synchronous interactions using tools such as Zoom
5. LMS has a provision for asynchronous interaction using Discussion Forums, web linkage
6. LMS engages the learners by providing many activities such as Games, Group projects.
7. LMS tracks the learner's progress through "Activity Completion Reports"
8. LMS provides a way for peer-group interactions using FB, Breakout rooms, etc
9. LMS provides a way to do "Skill gap analysis" and thereby Slow Learners can be identified and group assignments can be given to learners
10. LMS has the provision of providing personalised contents to the learners by identifying the group of learners
11. Specific Learners can be to mentors for effective learning process
12. LMS provides "Dashboard options" for Faculty & Students.
13. LMS platform supports online submission and grading of assignments
14. LMS provides Self-assessment provision for the learners
15. Proctored examination methodology is used by incorporating AI Powered online assessment.
16. LMS has got a built-in notification system.
17. Plagiarism check is made by using licensed version of Drillbit Plagiarism Software
18. LMS has got a build-in Digital payment gateway
19. LMS supports all major web browsers such as Chrome, IE, Mozilla.
20. Security features are appropriately incorporated in to LMS, that is, only authorised users can have an access to LMS



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21. LMS is scalable up to 5000 users and the scalability will be increased depending on the number of learners in the future.
22. LMS provides a way to conduct live sessions to the learners (Doubts clarification & Chat)
23. Online certificate can be issued thru LMS
24. Faculty members were trained for provision of content development
25. The technical maintenance, bugs management and upgrade shall be looked after by the technical team of the University
26. To ensure the quality of courses, the University follows the processes as defined in the UGC Regulations 2020 to maintain the quality of the courses. Thru CIQA.
27. The University will ensure to follow a well defined academic calendar.

*J. Rengamani*

**Director-CDOE**

**Dr. J.RENGAMANI, MBA., Ph.D.,**  
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