



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

Programme Project Report (PPR)

MBA - Shipping and Logistics Management



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ABOUT AMET DEEMED TO BE UNIVERSITY

The Academy of Maritime Education and Training (AMET) was established in the year 1993 at Chennai and elevated as a Deemed to be University during 2007.

AMET is the India's first Maritime Deemed to be University for maritime related education, training and research. During these three decades of journey, AMET has become as a "Global Maritime Knowledge Hub" which is suitably recognized by both National and International Authorities.

- AMET is ranked as one among the TOP 3 Maritime Universities of the World in the PIMET ranking by the International Association of Maritime Universities (IAMU).
- The Directorate General of Shipping (DGS), Ministry of Shipping, Government of India has accredited AMET with Grade A1 (Outstanding) for the past five consecutive terms through its Comprehensive Inspection Programme.
- In addition, the National Assessment and Accreditation Council (NAAC) of India have accredited AMET with A Grade and National Board of Accreditation has accredited selected Engineering and Management Programmes.
- AMET is also ranked high both in ARIIA and NIRF Ranking by the Government of India.
- The University is recognized as a Scientific and Industrial Research Organization (SIRO) by the Department of Scientific and Industrial Research (DSIR) Government of India.
- The University is offering joint degrees with world renowned Universities such as James Cook University, Australia, Edge Hill University, United Kingdom etc.
- Through specific MoUs with major shipping companies like AP Moller Maersk and V-Ships, AMET is providing appointment orders along with admission to meritorious students.
- Around 20,000 of our passed out graduates occupy exalted positions in Shipping Companies, globally and proudly sail all over the world spreading the message of the quality education imparted at AMET which made them to occupy such coveted ranks in Shipping Companies in India and abroad.
- AMET secured its compliance certificate for ISO 9001:2015 QMS standards from the prestigious and globally renowned DET NORSKE VERITAS, Norway.



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- AMET serves as an ocean of knowledge for over 3500 students pursuing Programmes ranging from Diploma to Doctoral programs through Faculty of Maritime Studies, Faculty of Engineering and Technology, Faculty of Advanced Computing Science, Faculty of Management Studies, Faculty of Commerce, Faculty of Life Sciences, Faculty of Liberal Arts, Faculty of Science and Humanities, related to marine and general sector programmes.
- For over two decades AMET is remaining as the favorite destination for campus interviews by many shipping giants such as AP MOLLER MAERSK, GOODWOOD, NYK, SONANGOL, VSHIPS, WALLEMS, SHELL, CHEVRON, STENA and so goes a list of over 100 companies.
- AMET has been recognized as a premier institution for marine and marine related jobs and has earned a position as a trustworthy consultants for research and development projects wherein the investment are worth to the tune of several crores of rupees.
- 21st August 2023 marks a another mile stone in the history AMET as the first batch of 80 cadets for BSc Nautical Science and BE Marine Engineering walked into the sprawling Maersk center of excellence established by AMET
- The Mearsk centre of excellence has been established exclusively to train the cadets selected for A.P.Moller Maersk. The cadets will be trained under the nautical and engineering streams and will be awarded degree in B.Sc Nautical Science and BE Marine Engineering. The exclusive campus hosts a plethora of electrical and electronic laboratories, workshops, communication labs, safety lab, seamanship lab, simulators, facility to scale up to adopt augmented and virtual reality and a canal to practice boat rowing and operation of life boats.

AMET has a very ambitious vision 2025 plan wherein it aims to be a one stop solution for all marine related activities happening around the world and has clearly charted out an action plan to gauge its growth towards its 2025 milestone. The dogged perseverance of AMET's unmatched faculty gears up the student to meet the challenges of their life and career with tenacity of mind, endeavor to face them and emerge victorious. With a synergistic attitude prevailing among management, staff and student, AMET is all set to achieve and sustain a status par excellence.



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PREAMBLE

PRELIMINARY DEFINITIONS AND NOMENCLATURE

In these Regulations, unless the context otherwise requires

- i. **“Programme”** means Post-graduate Degree Programme offered under Open and Distance (ODL) and Online Learning (OL).
- ii. **“Course”** means a Theory/Project work and any other subject that is normally studied in a semester.
- iii. **“Institution”** means Academy of Maritime Education and Training (AMET) Deemed to be University
- iv. **“Academic Council”** means the Academic Council, which is the apex body on all academic matters of Academy of Maritime Education and Training (AMET) Deemed to be University
- v. **“Dean (Academic Affairs)”** means Dean (Academic Affairs) of Academy of Maritime Education and Training (AMET) Deemed to be University, which administers academic matters.
- vi. **“Dean (Student Affairs)”** means Dean (Student Affairs) of Academy of Maritime Education and Training (AMET) Deemed to be University, who looks after the welfare and discipline of the students.
- vii. **“Controller of Examinations”** means the Controller of Examinations of Academy of Maritime Education and Training (AMET) Deemed to be University, who is responsible for the conduct of examinations and declaration of results.
- viii. **“Director”** means the Director of the Centre for Online and Distance Learning (CODE), CODE is a part of AMET. AMET credentials – 30 years in existence.
- ix. **“Open and Distance Learning”** means a mode of providing flexible learning opportunities by overcoming the separation of teacher and learner using a variety of media, including print, electronic, online and occasional interactive F-


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2-F (face-to-face meetings) with the learners or Learner Support Services to deliver teaching-learning experiences, including practical or work experiences.

- x. **“Online Learning”** means a mode of providing flexible learning opportunities by overcoming the separation of teacher and learner using the internet, e-learning materials and full-fledged programme delivery through the internet using technology-assisted mechanism and resources.
- xi. **“Self-Learning e-Module (SLM) for Online mode”** means a modular unit of course material in e-learning form which is inter alia of course material in e-learning form which is inter alia self-explanatory, self-contained, self-directed at the learner, and amenable to self-evaluation, and enables the learner to acquire the prescribed level of learning in a course of study and includes contents in the form of a combination of the following e-Learning content, namely
- e-Text Materials
 - Audio Podcasts
 - Video Lectures
 - Audio-Visual interactive material
 - Virtual Classroom Zoom/Team/WebEx/Google Class Room sessions
 - Virtual Simulation labs and
 - Self-Assessment Quizzes or Tests;
- xii. **Self-Learning Material (SLM) for Open and Distance Learning mode”** means and includes contents in the form of course material, whether print or in e-form, which is inter-alia self-explanatory, self-contained, self-directed at the learner, and amenable to self-evaluation, and enables the learner to acquire the prescribed level of learning in a course of study, but does not include text-books or guide-books.



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CONTENTS OF PROGRAMME PROJECT REPORT (PPR)

I. Programme's Mission and Objectives:

The MBA in Shipping and Logistics Management program at AMET Deemed to be University likely aims to prepare students for leadership roles within the maritime industry, offering a blend of business administration with a specific focus on shipping and logistics. The mission and objectives are as follows

Industry-Relevant Education: Provide students with a comprehensive understanding of the shipping and logistics industry, its dynamics, challenges, and opportunities.

Business Acumen: Develop managerial and leadership skills tailored to the shipping and logistics sector, including strategic thinking, decision-making, and financial management.


Global Perspective: Equip students with a global outlook on shipping and logistics operations, considering international trade, regulations, and diverse cultural contexts.

Specialized Knowledge: Offer specialized knowledge in areas such as maritime law, supply chain management, port operations, freight management, and risk assessment.

Practical Exposure: Provide opportunities for hands-on learning, internships, or industry projects to bridge the gap between theory and practical application.

Networking and Industry Connections: Facilitate networking opportunities with industry professionals, guest lectures, and workshops to enhance career prospects and industry connections.

Ethical and Sustainable Practices: Emphasize the importance of ethical business practices and sustainable strategies within the maritime and logistics sectors.


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II. Relevance of the program with HEI's mission and goals:

The relevance of an MBA program in Shipping and Logistics Management to a Higher Education Institution's (HEI) mission and goals can be multifaceted, aligning with several key aspects:

Specialization in a Niche Field: If the HEI focuses on providing specialized education in specific industries or fields, offering an MBA in Shipping and Logistics Management complements this focus. It demonstrates the institution's commitment to catering to industry-specific demands and producing skilled professionals in a niche sector.

Industry Collaboration and Partnerships: The program's alignment with the institution's mission might involve fostering collaborations with shipping companies, logistics firms, ports, or relevant industry bodies. Such partnerships enhance practical learning, research opportunities, internships, and potential employment prospects for students.

Career-Oriented Education: Many HEIs prioritize preparing students for their future careers. The MBA in Shipping and Logistics Management directly addresses this by equipping students with industry-relevant skills and knowledge, enhancing their employability upon graduation.

Global Perspective and Internationalization: Given the international nature of shipping and logistics, the program's focus on global trade, supply chain management, and international regulations aligns with HEIs aiming to provide students with a global outlook and international exposure.

Contribution to Economic Development: The shipping and logistics industry significantly contributes to a country's economic growth. An institution offering an MBA in this field may align its mission with contributing to the economic development of the region or country by producing skilled professionals who can drive growth in these sectors.

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Sustainability and Ethical Practices: If the HEI emphasizes sustainability and ethical practices, the program might integrate teachings on sustainable shipping practices, environmental regulations, and ethical considerations within the logistics and maritime sectors.

VISION:

To continuously upgrade the quality of our curriculum and pedagogy in order to achieve the status of one of the top-ranking institutions in the Open and Distance Education in the world.

MISSION:

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

III. Nature of prospective target group of learners:

The prospective target group for an MBA in Shipping and Logistics Management through Open and Distance Learning (ODL) mode typically includes Individuals already employed in the maritime, shipping, or logistics sectors seeking career advancement without interrupting their jobs. ODL allows them to balance work commitments with studies. Recent graduates with a background or interest in logistics, supply chain management, business, or



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related fields aiming to specialize in shipping and logistics while gaining practical experience.

Those from diverse geographical locations interested in pursuing a specialized MBA program in shipping and logistics from a reputable institution without relocating, offering flexibility in learning.

Professionals from other industries aspiring to transition into the shipping and logistics sector, leveraging an MBA program to gain industry-specific knowledge and skills.

Individuals managing or planning to start their logistics-related businesses who seek a comprehensive understanding of the industry's nuances and managerial strategies.


The ODL mode appeals to diverse learners due to its flexibility, allowing students to study at their own pace and convenience. It accommodates various learner profiles, providing access to quality education regardless of geographical constraints or work commitments.

IV. Appropriateness of programme to be conducted in Open and Distance Learning and/or Online mode to acquire specific skills and competence:

An MBA in Shipping and Logistics Management conducted through Open and Distance Learning (ODL) or Online mode can be highly appropriate for acquiring specific skills and competence due to several reasons:

Flexibility and Accessibility: ODL or Online modes offer flexibility in learning, allowing students to access course materials, lectures, and resources at their convenience. This accommodates working professionals, international students, or individuals with other commitments, enabling them to acquire skills without disrupting their schedules.

Industry-Relevant Curriculum: These programs can offer up-to-date and industry-aligned content, including case studies, simulations, and real-world scenarios, providing students with practical knowledge and skills required in the shipping and logistics sectors.


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Global Reach and Diversity: Online platforms enable participation from a diverse range of students worldwide, fostering a rich learning environment where individuals from different backgrounds and geographical locations can share insights and experiences, enhancing the overall learning experience.

Technology Integration: Utilization of technology in online learning can simulate real-world logistics scenarios, use interactive tools for understanding supply chain operations, and offer practical experiences through virtual simulations or software applications used in the industry.

Networking Opportunities: Virtual discussions, forums, and collaborative projects facilitate networking among students, alumni, and industry professionals, creating opportunities for knowledge exchange, mentorship, and career growth.

Cost-effectiveness: ODL or Online programs often have lower tuition fees and eliminate expenses related to commuting or relocation, making quality education more accessible to a broader spectrum of learners.

Adaptability to Industry Changes: The shipping and logistics industry evolves rapidly. Online programs can be more agile in updating their curriculum to match industry trends and innovations, ensuring students are equipped with the most relevant skills and knowledge.



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V. Instructional Design:

a. Curriculum Design & Credit Structure

List of Courses for the Program

(Semester wise)

Semester-I

Sr. No	Course Code	Course Title	L	T	P	C
Programme Core						
1	CDOEMB101D	People Management and Organisational Behaviour	3	0	0	3
2	CDOEMB102D	Global Shipping Business	3	1	0	4
3	CDOEMB103D	Maritime Economics	3	0	0	3
4	CDOEMB104D	Marketing Management	3	0	0	3
5	CDOEMB105D	Accounting and Financial Management	2	2	0	4
6	CDOEMB106D	Data Analysis	2	2	0	4
7	CDOEMB107D	Communication for Managers	3	0	0	3
Programme Elective						
8		Elective-1	3	0	0	3
TOTAL			22	5	0	27

Note: L- Lecture

T- Tutorial

P – Practical

C- Credit

MBA – Semester-II

S. No	Course Code	Course Title	L	T	P	C
Programme Core						
1	CDOEMB201D	Chartering and Commercial Geography	3	1	0	4
2	CDOEMB202D	Logistics Management	3	1	0	4
3	CDOEMB203D	Liner Shipping Business	3	1	0	4
4	CDOEMB204D	Port Operations and Pricing	3	1	0	4
5	CDOEMB205D	Research Methodology	3	1	0	4
6	CDOEMB206D	International Business	3	1	0	4
Programme Elective						
7		Elective-2	3	0	0	3
TOTAL			21	6	0	27

Note: L- Lecture

T- Tutorial

P – Practical

C- Credit


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MBA – Semester-III

S. No	Course Code	Course Title	L	T	P	C
Programme Core						
1	CDOEMB301D	Maritime Law and Customs Procedures	3	0	0	3
2	CDOEMB302D	Export and Import Management	3	0	0	3
3	CDOEMB303D	Port Agency Operations	3	0	0	3
4	CDOEMB304D	Supply Chain and Materials Management	3	0	0	3
5	CDOEMB305D	E-Commerce	3	0	0	3
6	CDOEMB306D	Shipping Finance and Marine Insurance	3	0	0	3
7	CDOEMB307D	International Marketing	3	0	0	3
8	CDOEMB308D	Customer Relationship Management	3	0	0	3
Programme Elective						
9		Elective-3	3	0	0	3
TOTAL			27	0	0	27

MBA – Semester-IV

S. No	Course Code	Course Title	L	T	P	C
Programme Core						
1	CDOEMB401D	Entrepreneurship Development	3	1	0	4
2	CDOEMB402D	Business to Business Marketing	3	0	0	3
Programme Elective						
3		Elective-4	3	0	0	3
Project						
4	CDOEMB403D	Shipping and Logistics Project	0	0	10	5
TOTAL			9	1	10	15

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

S. No	Course Code	Course Title	L	T	P	C
Programme Electives						
1	CDOEMBE01D	Computer Applications for Business	3	0	0	3
2	CDOEMBE02D	Cross Cultural Management	3	0	0	3
3	CDOEMBE03D	International HRM	3	0	0	3
4	CDOEMBE04D	Air Cargo Management	3	0	0	3
5	CDOEMBE05D	Merchant Banking and Financial Services	3	0	0	3
6	CDOEMBE06D	Cruise Management	3	0	0	3
7	CDOEMBE07D	Sales and Retail Management	3	0	0	3
8	CDOEMBE08D	Strategic Management	3	0	0	3

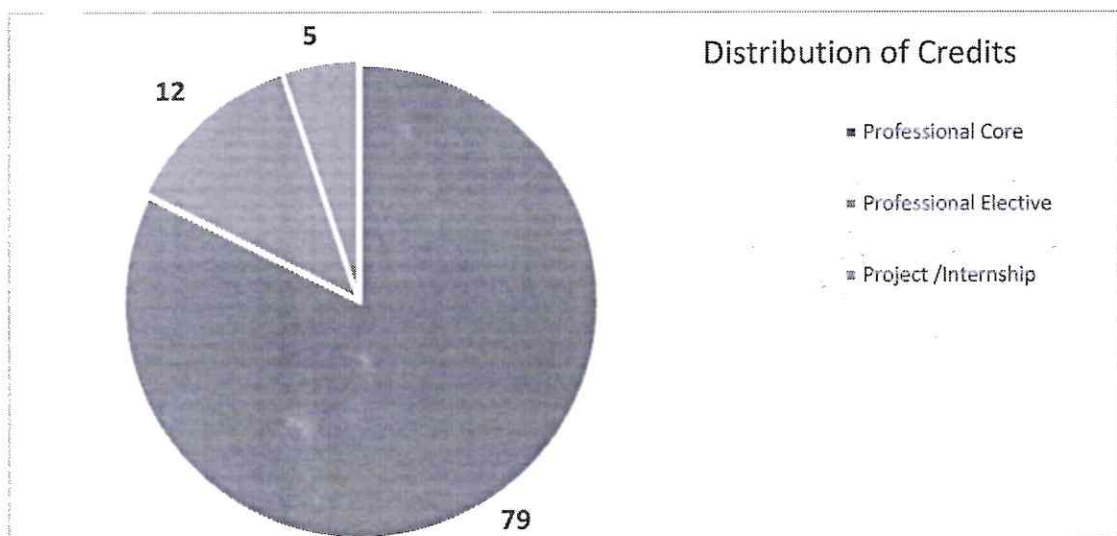

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MBA CURRICULUM – CREDIT SHARE

Semester	Lecture	Tutorial	Practical	Credits
Semester 1	22	5	0	27
Semester 2	21	6	0	27
Semester 3	27	8	0	27
Semester 4	9	1	10	15
Total	93	19	12	96

Distribution of Credits

Programme Core	Programme Elective	Project	Total
79	12	5	96



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b. Detailed Syllabi

Detailed Syllabus for the Programme / Courses is attached in Annexure

c. Duration of the Program

The Programme can be completed in a minimum of 2 years, and a maximum of 'n+2' years, as per UGC Regulations.

d. Faculty & Support Staff Requirements

Faculty shall be allocated as per the requirements stipulated in the UGC Regulations & Guidelines for ODL, as the following

Associate Professor / Assistant Professor : 2 nos.

Support Staff also shall be allocated, as per the guidelines, for the first 5000 students shall be ensured at all times.

e. Instruction Delivery Mechanisms


Courses are delivered in a 'self-study' mode with learning material in the form of SLM's, (print form / eBook Form) and Self Assessments being available to the students. Additionally, Personal Contact Programs (PCP's) in classroom lecture mode at campus and online via recorded lecture / virtual classroom sessions to be provided as per a fixed schedule towards the end of each term.

f. Instruction Media

Program Instruction shall be delivered using Print SLM, eBook/eSLM, as well as a Personal Contact Program that shall be conducted in classroom mode, as well as broadcast using the internet using virtual classroom platform for students unable to attend physically.

g. Student Support Service Systems

Learner Support Service via Web, Chat, Call Support. Access to counsellors at Department on University campus. Access to Library resources at the University / Department.


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VI. Procedure for admissions, curriculum transaction and evaluation:

A. ELIGIBILITY FOR ADMISSION

Eligibility for Admission into ODL & OL Programmes (MBA – Shipping and Logistics Management) are as follows:

S.No.	Programme	Admission Requirements
1	MBA – Shipping and Logistics Management (ODL & OL)	Students with any Under Graduate Degree from UGC recognised institutions with 10+2+3 (or) 10+2+4 years of study and those appearing for their final examination (subject to passing) in the prescribed pattern are eligible to apply for MBA programme

- For admission into OL programme other than Indian students stated above, foreign students are also eligible to enrol this programme.
- Admission Eligibility requirements for ODL & OL programmes (MBA – Shipping and Logistics Management) are same as programme (MBA – Shipping and Logistics Management) offered in full time regular (conventional) mode under respective Regulations.
- Eligibility conditions for admission such as class obtained, number of attempts in the qualifying examination and physical fitness will be as prescribed by this Institution from time to time.

B. PROGRAM DELIVERY – METHOD & TOOLS

Study material, in the form of print books (SLM's) , as well as ebook form, shall be provided to each student at the beginning of the year.

A Web based Portal which shall allow the student access to the following

- Admission & Enrolment Details
- Fee Details and Online Fee Payment Gateway



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- Prospectus, Regulations & Syllabus
- Notifications (Admissions, fees, examinations etc)
- Course List, with completion status and scores /results
- eBook's / ePrint of SLM's.
- Self Assessment/Practice Tests (unscored)
- Continuous Assessments /Assignments
- Online PCP Classroom Lectures (Recorded or via Virtual Classroom session) as conducted eachsemester.
- Online Learners forum, for student to student interaction.
- Online Copy of the Grade sheet.

C. DURATION AND STRUCTURE OF PROGRAMME

The minimum and the maximum period for completion of programme will be as follows:

Programme (ODL & OL)	Min. No. of Semesters	Max. No. of Semesters
MBA – Shipping and Logistics Management	4	8

- This programme is designed to include the following components as prescribed in the respective curriculum:
 - a. Core courses
 - b. Elective courses
 - c. Assignments
 - d. Project work
- The medium of instruction and examination in the above components are only in English.
- The curriculum and syllabi of the MBA – Shipping and Logistics Management ODL and OL programme shall be as per the guidelines of the UGC / AICTE and approved by the Academic Council of this Institution.



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- Each academic year shall normally be for one year which is divided into two semesters. The continuous internal assessments and semester-end examinations shall follow the Academic Calendar and Examination Schedule.
- The curriculum and syllabi of ODL and OL programmes (MBA – Shipping and Logistics Management) are same as curriculum and syllabi of programmes (MBA – Shipping and Logistics Management) offered in full time regular (conventional) mode under respective regulations.
- The structure for framing assessment patterns and monitoring the teaching learning process of ODL and OL programmes (MBA – Shipping and Logistics Management) are the same as for programmes (MBA – Shipping and Logistics Management) offered in full time regular (conventional) mode under respective regulations.
- The curriculum of MBA – Shipping and Logistics Management ODL and OL programmes shall follow the minimum prescribed credits required for the award of the degree as specified in the AICTE guidelines for this programme as given below:

Programmes	Minimum Prescribed Credits
MBA – Shipping and Logistics Management	96

The norms for delivery of courses offered through ODL mode are as follows:

S.No.	Credit Value of the Course	Size of SMLs Range (in terms of units)	No. of Assignments	No. of Counseling Sessions Theory (10 percent of Total Study Hours) (hrs.)	Study Hours of Learner (hrs.)
1	2	6-10	1	6	60
2	4	14-20	2	12	120
3	6	20-28	3	18	180
4	8	30-34	4	24	240


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D. DELIVERY OF ONLINE MATERIALS

As per UGC guidelines, Learning Materials are delivered through LMS (Learning Management System) platform with 4 Quadrant approach. Unit wise CIA (Continuous internal Assessment) is designed as per Blooms Taxonomy assessment recommendations and conducted online using LMS Platform as per the semester requirement of the course.

Quadrant I: e-Tutorial with audio, animation, simulation and video materials


Quadrant II: Lecture notes in the PDF, video demonstrations, interactive chats, web links, open-source simulators, case studies and role-plays will be provided as per the course needs.

Quadrant III: Discussion Forums, Feedback Forums, Helpdesk for Doubts clearing Sessions for every course unit will be coordinated by the coordinator and conducted by the respective faculties.

Quadrant IV: Self-Assessment like MCQ, Quizzes, Assignments, FAQ on course units, Clarification post assessment discussion forums.

Norms for Delivery of Courses in Online Mode

S.No.	Credit value of the course	No. of Weeks	No. of Interactive Sessions		Hours of Study Material		Self-Study hours including Assessment etc.	Total Hours of Study (based on 30 hours per credit)
			Synchronous Online Counselling/ Webinars/ Interactive Live Lectures (1 hour per week)	Discussion Forum/ asynchronous Mentoring (2 hours per week)	e-Tutorial in hours	e-Content hours		
1	2 credits	6 weeks	6 hours	12 hours	10	10	22	60
2	4 credits	12 weeks	12 hours	24 hours	20	20	44	120
3	6 credits	14 weeks	14 hours	28 hours	30	30	66	180
4	8 credits	16 weeks	16 hours	32 hours	40	40	88	240


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E. ASSESSMENTS AND EXAMINATIONS

- The weightage for different components of assessments for programmes offered through ODL mode shall be as under:
 - a) Formative Assessment (Continuous Internal Assessment) : 30 %.
 - b) Summative assessment (End Semester Examination) : 70 %

For project work the assessment pattern is as follows:

Review of Project Work		Dissertation & Viva-Voce	
Component	Marks	Component	Marks
First Review	5	Presentation	15
Second Review	10	Content Originality	15
Third Review	15	Study/Model and Analysis Validity	15
		Findings & Conclusion	15
		Future Scope	10
Total	30		70

- End Semester Assessment Pattern for Open and Distance Learning Mode: All End Semester Examinations or Term-End Semester for programmes offered through Open and Distance Learning mode shall be conducted through proctored examination (online testing) within Territorial Jurisdiction, in the examination centre located in the headquarters (AMET Deemed to be University Campus, Chennai). The Exams shall be under the direct control and responsibility of the University.
- End Semester Assessment Pattern for Online Learning Mode: The Examinations for online learning mode shall be conducted using the technology-enabled to conduct an online test with all the security arrangements ensuring transparency and credibility of the examinations, or through the Proctored Examination and in conformity with any other norms for such examination as may be laid down by the Commission.
- Appearing for semester-end theory examination for each course is mandatory and a student should secure a minimum of 50% marks for MBA programme and 40% marks for BBA and B.Com programmes, in each course in semester-end examination for the successful completion of the course.



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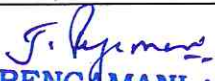
- The components of continuous assessment for theory and practical courses shall be finalized in the first-class committee meeting.
- For the first attempt of the arrear theory examination, the internal assessment marks scored for a course during the first appearance shall be considered for grading along with the marks scored in the semester-end arrear examination. From the subsequent appearance onwards, full weightage shall be assigned to the marks scored in the semester-end examination to award grades and the internal assessment marks secured during the course of study shall not be considered.

The procedures followed for awarding marks and fixing grades for ODL programmes such as MBA, BBA & B.Com are the same as for programmes offered in the regular (conventional) mode.

F. PASSING, DECLARATION OF RESULTS AND GRADE SHEET

- All assessments for a course shall be made on absolute marks basis. However, the Class Monitoring Committee without the student members shall meet within 5 days after the End Semester Examination and analyse the performance of students in all assessments of a course and award letter grades. The letter grades and the corresponding grade points for MBA are as follows:

Letter Grades	Grade Points	Percentage of Marks
O (Outstanding)	10	100
A+ (Excellent)	9.0 – 9.9	Marks \geq 90 and Marks \leq 99
A (Very Good)	8.0 – 8.9	Marks \geq 80 and Marks \leq 89
B+ (Good)	7.0 – 7.9	Marks \geq 70 and Marks \leq 79
B (Above Average)	6.0 – 6.9	Marks \geq 60 and Marks \leq 69
C (Average)	5.0 – 5.9	Marks \geq 50 and Marks \leq 59
RA (Re-Appear)	0.0 – 4.9	Marks $<$ 50
AB (Absent)	0	Absent


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Grade Point Average (G.P.A.)


$$= \frac{\text{Sum of multiplication of grade points and the credits of the courses (Total Credit Points)}}{\text{Sum of the credits of the courses (passed) in a semester (No. of Credits)}}$$

* G.P.A. and No. of Credits will not be displayed for Students who have not cleared all the courses.

Marks

Maximum CIA (Continuous Internal Assessment)	30
Maximum ESE (End Semester Examinations)	70

- A student who earns a minimum of five grade points, declared to have successfully completed the course. Such a course cannot be repeated by the student for improvement of grade.
- The results, after awarding of grades, shall be signed by the Chairman of the Class Committee and declared by the Controller of Examinations.
- Within one week from the date of declaration of result, a student can apply for reevaluation of his / her semester end theory examination answer script more courses, on payment of prescribed fee to the Controller of Examinations.
- After results are declared, grade report shall be issued to each student, which contains the following details:
 - a. List of courses along with course code enrolled during the semester / arrear courses, if any;
 - b. Marks secured (CIA, ESE & Total);
 - c. Passing Minimum;
 - d. Grade Point Semester Wise Grade Point Average (GPA) of all courses enrolled from first semester onwards, if completed for the semester
 - e. Result


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- GPA is the ratio of the sum of the products of the number of credits of courses registered and the grade points courses, taken for all the courses, to the sum of the number of credits of all the courses in the semester.

$$\text{Grade Point Average (G.P.A.)} = \frac{\text{Sum of multiplication of grade points and the credits of the courses (Total Credit Points)}}{\text{Sum of the credits of the courses (passed) in a semester (No. of Credits)}}$$

* G.P.A. and No. of Credits will not be displayed for Students who have not cleared all the courses.


- The formula for the conversion of CGPA to the equivalent percentage of marks is as follows:

$$\text{Percentage Equivalent of Marks} = \text{CGPA} \times 10$$

- After successful completion of the programme, the Degree shall be awarded upon fulfilment of curriculum requirements and classification based on CGPA as follows:

Classification	CGPA
First Class with Exemplary	9.0 CGPA and Above (First Attempt within stipulated Time and no break of study)
First Class with Distinction	7.5 CGPA and Above (First Attempt within stipulated Time and no break of study)
First Class	6 CGPA and Below 7.5 CGPA
Second Class	5.0 and Below 6 CGPA

- For the purpose of classification, the CGPA shall be rounded to two decimal places. For the purpose of comparison of the performance of students and ranking, CGPA will be considered up to three decimal places.


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G. POWER TO MODIFY THE REGULATION

Academy of Maritime Education and Training (AMET) Deemed to be University's Academic Council has the RIGHT and POWER TO MODIFY any of the above regulations from time to time as per the guidelines.

VII. Requirement of the laboratory support and Library resources:

Students registered in the ODL programme and who desire to avail themselves of library facilities will be permitted to make use of the Exclusive Library earmarked for ODL programmes in the University and also they will be permitted to use the main University Library. Additional online resources are also provided via the Learning Management System, with access to eLibrary.

Courses that require Laboratory support shall be provided with online virtual lab and lab simulation tools and software, to allow students to practice accordingly.

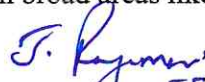
VIII. Cost estimate of the programme and the provisions:

The Finance Committee will set aside budgetary provisions towards Programme Development, Programme Delivery, Programme Maintenance. Once the programs are operational, fee receipts from the program may be used to cover the same, as per the guidance of the Syndicate and Finance Committee.

IX. Quality assurance mechanism and expected program outcomes

- a. Review Mechanism for Programme
- b. Course Benchmarking
- c. Mechanism for Monitoring Effectiveness.

The IQAC is striving to bring newer initiatives pertaining to research, campus development, ICT adoption in teaching, providing better focus for the research scholars through workshops, coordinating Academic and Administrative Audit of the University, etc. At the end of every academic year, the University conducts assessment of the curriculum / course/ academic programme by students. The assessment focuses on broad areas like 1) reasons for



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Director, ODL-OL**

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selecting courses, 2) facilities available in the Departments, 3) quality of the syllabus, 4) internal assessment evaluation, 5) quality of the teacher in terms of regularity to classes, command over language, encouragement of students in the classes, completion of syllabus and 5) rating of the programme and the Department. This feedback contributes to the academic radar prepared by the IQAC.

Towards the Quality Assurance Mechanism for ODL Programs, the University shall establish a Centre for Internal Quality Assurance exclusively for programmes in the Open and Distance Learning mode and follow the Quality Assurance Guidelines on learning materials in multiple media, human resources, curriculum and pedagogy, as specified in the UGC ODL Regulations.

The CIQA will be required to conduct training and capacity building of teaching and administrative staff and counselors at regular intervals.

The University IQAC's cell shall work closely with the CIQA to develop Feedback mechanisms, to allow for Program and Process Review on a regular basis. 360 Degree feedback, from Students, Faculty, Counsellors and Admin Staff shall be processed, and suggestions and improvements incorporated accordingly.

The Course shall be benchmarked with the Courses conducted in campus, for full time students, in order to ascertain the quality. Students Learning outcomes as measured in the exam's and test shall be compared on a regular basis.

Post completion of a Degree Program, students will be regularly polled / interviewed using email feedback surveys, to measure impact of the program on their professional and academic lives. These indicators shall be used to constantly improve upon the programs, and make them at par industry standards and expectations.



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ANNEXURE - DETAILED SYLLABI



Dr. J. RENGAMANI, MBA., Ph.D.,
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AMET
UNIVERSITY
FOUNDED IN 2002

Centre for Open and Distance Education

Master of Business Administration (MBA) – Shipping and Logistics Management

Detailed Syllabus

Semester – I



J. Rengamani

Dr. J. RENGAMANI, MBA., Ph.D.,
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MBA – Shipping and Logistics Management

PROGRAM	MBA-Shipping and Logistics management				
Course Code : CDOEMB101D	Course Name : PEOPLE MANAGEMENT AND ORGANISATIONAL BEHAVIOUR	L	T	P	C
		3	0	0	3
Year and Semester	I (I SEMESTER)				
Course category	Core				
Course Objective	<ol style="list-style-type: none"> To understand the process of management To learn about organisational behaviour To study about organisational behavioural challenges. To learn the role of organisational culture and organisational development To understand the importance of maritime human resource practices. 				
Course Outcome	On successful completion of the course, the students will be able to				
	CO	Course Outcome		BTL	
	CO1	Explain the process of management		K2	
	CO2	Examine the concept of organizational behaviour		K4	
	CO3	Examine the challenges of behaviour in organization		K4	
	CO4	Identify the need for organisational culture and organisational development		K3	
	CO5	Identify the importance of maritime human resource practices.		K3	
	CO6	Apply management and human resource practices		K3	

POs/ COs	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8
CO1	2	-	-	-	-	-	-	2
CO2	2	-	2	2	2	2	3	3
CO3	3	-	3	2	3	2	3	3
CO4	3	-	3	2	2	2	2	2
CO5	2	-	2	3	2	2	2	3
CO6	3	-	3	3	2	2	3	3
Average	2.5	-	2.6	2.4	2.2	2.0	2.6	2.7
Correlation Levels	1. Slight (Low)			2. Moderate (Medium)		3.Substantial (High)		



UNIT-1: HISTORY AND PROCESS OF MANAGEMENT

Evolution of Management, Scientific Management, Taylorism, Hawthorne studies, School of thoughts, Fayol's principles. Management Process - Planning, Organizing, Staffing, Directing and Controlling. Challenges of managing 21st century corporations/organization. Motivational theories.

UNIT-2: ORGANISATIONAL BEHAVIOUR

Organisational behaviour - Concept and significance; Contributing disciplines, challenges and opportunities. Personality, Perception, Attitudes, Values, Learning – Work teams and Group behavior - Nature of Groups, Various types of groups, stages of Group development, group properties - types of teams, team roles, group decision making. Interpersonal Communication, Interpersonal Relationships. Leadership - concepts and styles.

UNIT-3: BEHAVIOUR CHALLENGES IN ORGANISATION

Conflict – Nature and Causes of Conflict, Classification of Conflict, Individual and Group conflict, the Conflict Process, Conflict management - Negotiation - The Negotiation Process, Issues, Third-Party Negotiation. Power and Politics - Definition and meaning of power, Bases of Power, Organizational Culture, Characteristics, Functions of culture. Organizational Change - Forces of Change, managing planned change, the change process, Resistance to change, Overcoming resistance to change, Meaning of OD, the OD Process, Types of OD Interventions.

UNIT-4: ORGANISATIONAL CHANGE & OD IN ORGANISATION

Organizational Culture - Characteristics, Functions of culture. Organizational Change - Forces of Change, managing planned change, the change process, Resistance to change, Overcoming resistance to change - Meaning of OD, the OD Process, Types of OD Interventions.

UNIT-5: MARITIME HUMAN RESOURCE PRACTICES

Selection and placement of ship's and shore-based personnel, Performance evaluation-onboard and ashore, Compensation and rewards in the shipping industry, Outsourcing of maritime human resource practices.

TEXT BOOKS :

1. C.B. Gupta, Management - Theory & Practice, Publisher: Sultan Chand & Co, 2018
2. P.N.Tripathi, Principles of Management, Publisher: Tata McGraw Hill, 2019
3. Stephen.Robins, Organisational Behaviour, Publisher: Pearson Education, 2013
4. Robbins, S.P. and Decenzo, D.A., Fundamentals of Management, Pearson Education Asia, New Delhi.2017

REFERENCE :

5. F Luthans, Organizational behaviour, Publisher: Tata McGraw Hill, 2017
6. Koontz and Odonell, Essentials of Management, Publisher: Tata McGraw Hill, 2019
7. V.S.P Rao, Human Resource Management, Text & Cases, Excel Books, 2013



MBA – Shipping and Logistics Management

PROGRAM	MBA-Shipping and Logistics Management								
Course Code : CDOEMB102D	Course Name : GLOBAL SHIPPING BUSINESS	L 3	T 1	P 0	C 4				
Year and Semester	I (I Semester)								
Course category	Core								
Course Objective	<ol style="list-style-type: none"> To gain the basic knowledge on shipping business To understand types of ships and classification of cargoes To learn the functions of stowage of cargo To have an understanding on the role of shipping organisations To learn the international commercial terms and documentation 								
Course Outcome	On successful completion of the course, the students will be able to								
	CO	Course Outcome						BTL	
	CO1	Identify the basic concepts of shipping business						K3	
	CO2	Examine the different types of ships and cargoes						K4	
	CO3	Explain the functions of stowage of cargo						K2	
	CO4	Identify the role of shipping organisations						K3	
	CO5	Examine the international commercial terms and documentation						K4	
	CO6	Apply the knowledge of shipping business in the transportation of cargoes						K3	
	POs/ COs	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8
	CO1	2	-	-	-	-	-	2	3
	CO2	2	-	-	-	-	-	3	3
	CO3	2	-	2	-	2	3	2	3
	CO4	2	-	-	-	-	-	2	3
	CO5	2	2	3	-	2	2	3	3
	CO6	3	3	2	-	2	3	3	3
	Average	2.2	2.5	2.3	-	2.0	2.7	2.5	3
	Correlation Levels	1. Slight (Low)			2. Moderate (Medium)		3.Substantial (High)		



MBA – Shipping and Logistics Management

UNIT-1: SHIPPING BUSINESS

Function of shipping, Challenges facing the shipping industry, Basic specifications of the ship, Methods of tonnage measurement, Load Lines, Ship Registration and Classification, Maritime Canals. Maritime India Vision 2030.

UNIT-2: SHIPS AND CARGOES

Types of Ships such as Container ships, Dry bulk cargo ships, Tankers, RoRo vessels and Project cargo vessels, Classification of cargoes such as Bulk cargoes, Liner cargoes, ODC & Project cargoes,

UNIT-3: STOWAGE OF CARGO

Stowage of cargo-Principles of Stowage, Cargo and container handling equipment, Types of packing, Dangerous cargo and IMDG code.

UNIT-4: SHIPPING ORGANISATIONS

Liner organization, Tramp organization, Ownership of vessels. Ship Financiers, Ship Chandlers, Ship Brokers, Ship Charterers, Freight Forwarders, Non-Vessel Operating Common Carriers, Ship Agent, Maritime Administrators.

UNIT-5: INCOTERMS AND SHIPPING DOCUMENTATION

Trading Process, INCOTERMS-2020, Salient points of a Bill of Lading, Types and functions of bills of Lading, Sea waybill, Letter of Credit, Major shipping documents required for exports and imports.

TEXT BOOKS :

1. Alan Branch, Elements of shipping, Publisher: Sterling/ Routledge, 2014, 9th Edition
2. Peter Brodie, Commercial Shipping Handbook, Publisher: Lloyd's of London Press, 2015, 3rd Edition

REFERENCE

3. Jamshed Irani, Basics Of Chartering, Publisher: One Point Six Technologies Pvt Ltd, 2022, 1st Edition
4. D. J, Bowersox & D.J. Gloss, Logistical Management - The integrated supply chain process, Publisher: McGraw-Hill, 2017, 4th Edition



MBA – Shipping and Logistics Management

PROGRAM	MBA-Shipping and Logistics management							
Course Code : CDOEMB103D	Course Name : MARITIME ECONOMICS			L	T	P	C	
				3	0	0	3	
Year and Semester	I (I Semester)							
Course category	Core							
Course Objective	1. To impart concepts & functions related to Business Economics 2. To understand the Business decision making, cost aspects 3. To gain knowledge about role of Economics in shipping industry 4. To understand and apply demand & supply patterns and the impact on Global Maritime Trade 5. To interpret the economic forces in Maritime Industry							
Course Outcome	On successful completion of the course, the students will be able to							
	CO	Course Outcome					BTL	
	CO1	Explain the basic concepts of managerial economics					K2	
	CO2	Assess the different types of market structure					K2	
	CO3	Identify the economic role of shipping industry					K3	
	CO4	Examine the demand and supply for shipping services					K4	
	CO5	Explain the concepts of shipping economics					K2	
	CO6	Apply the economic concepts in shipping industry					K3	
POs/COs	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8
CO1	2	-	-	-	-	2	2	2
CO2	2	-	-	-	-	2	2	2
CO3	2	-	-	-	2	2	-	2
CO4	2	2	-	-	2	2	2	2
CO5	2	-	-	-	2	2	-	2
CO6	3	2	-	3	2	2	2	2
Average	2.2	2.0	-	3.0	2.0	2.0	2.0	2.0
Correlation Levels		1. Slight (Low)		2. Moderate (Medium)		3.Substantial (High)		



MBA – Shipping and Logistics Management

UNIT-1: BASIC CONCEPTS OF ECONOMICS

Managerial Economics and business decision making, Role of Managerial Economics, Fundamental concepts of Managerial Economics; Demand Analysis: Meaning, determinants and types of demand, Elasticity of demand; Supply Analysis- Demand and supply for sea transport, the world merchant fleet, the four shipping markets: freight market, sale & purchase market, new building market, demolition market. Case Study Discussion.

UNIT-2: EQUILIBRIUM IN INTERNATIONAL TRADE

Balance of Trade and Balance of Payments, Disequilibrium in BOP, Adjustments for equilibrium in BOP, Exchange Rate Theories, Determinants of Exchange Rate, Fixed Rate Vs Floating Rate systems, Trade Barriers and Trade Blocks.

UNIT-3: DEMAND & SUPPLY FOR SHIPPING

Derived demand, Demand measurement, Effect of Substitution, Freight Rate mechanisms, Productivity and supply trends, surplus tonnage, active fleet, short run supply. Measuring elasticity of demand & supply, Determination of equilibrium pricing in various segments.

UNIT-4: MARKET STRUCTURE

Market Characteristics, Pricing and output decisions, methods of pricing, differential pricing, Government intervention and pricing. Cost concepts, Cost functions, Cost-Output relationship, Economies and diseconomies of scale. Case Study Discussion.

UNIT-5: SHIPPING ECONOMICS

Global pattern of maritime trade, Economics of bulk shipping, Economics of liner shipping, Economics of ships and ship designs, Economics of shipbuilding and scrapping. Impact of Shipping Industry in the GDP of India.

TEXT BOOKS :

1. Varshney. R.L. and Maheshwari. K.L., Managerial Economics, Publisher: Prentice Hall of India, 2017
2. Martin Stopford, Maritime Economics, Publisher: Routledge, 2019
3. Joel Dean, Managerial Economics, Publisher: Prentice Hall of India, 2020

REFERENCE BOOK:

4. Review of Maritime Transport, United Nations Conference on Trade and Development, 2023



MBA – Shipping and Logistics Management

PROGRAM	MBA-Shipping and Logistics management				
Course Code : CDOEMB104D	Course Name: MARKETING MANAGEMENT	L	T	P	C
		3	0	0	3
Year and Semester	I (I Semester)				
Course category	Core				
Course Objective	<ol style="list-style-type: none"> To understand the concepts of marketing To learn the role of marketing planning and product management To know about channel management and marketing communication To understand the functions of consumer behavior To learn the application of virtual reality and augmented reality 				
Course Outcome	On successful completion of the course, the students will be able to				
	CO	Course Outcome			BTL
	CO1	Identify the need for marketing			K3
	CO2	Examine the importance of marketing planning and product management			K4
	CO3	Explain the role of channel management and marketing communication			K2
	CO4	Identify the need for consumer behaviour in marketing			K3
	CO5	Identify the issues and developments in marketing			K3
	CO6	Apply the concepts and strategies of marketing for business			K3

POs/ COs	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8
CO1	2	3	-	-	-	-	3	2
CO2	2	3	-	-	-	-	3	3
CO3	-	2	3	-	-	-	3	3
CO4	-	2	3	-	-	-	2	3
CO5	2	3	3	2	-	2	3	3
CO6	3	3	-	-	-	3	3	2
Average	2.3	2.7	3.0	2.0	-	2.5	2.8	2.7
Correlation Levels	1. Slight (Low)		2. Moderate (Medium)		3.Substantial (High)			



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MBA SYLLABUS – 2023-24

MBA – Shipping and Logistics Management

UNIT-1: INTRODUCTION TO MARKETING MANAGEMENT

Marketing philosophies – Importance of marketing, Functions and Scope of marketing management - Evolution of marketing ideas - Core concept of marketing management – Marketing Mix - Delivering Customer value and satisfaction.

UNIT-2: MARKETING PLANNING AND PRODUCT MANAGEMENT

Strategic planning and process – Marketing Information System and Marketing Research- Marketing Environment. Product management: Product mix and product line decisions - Product Life Cycle - New product planning and process. Price Setting: Objectives, factors, and methods, Price adapting policies, Initiating and responding to price changes.

UNIT-3: CHANNEL MANAGEMENT AND MARKETING COMMUNICATION

Marketing channel system- Functions and flows, Channel design, Channel management, Selection, Training, Motivation and Evaluation of channel members. Channel dynamics- VMS, HMS, MMS- Market logistic decisions. **Marketing Communication:** Integrated marketing communication process and mix- Advertising – Sales Promotion and Public relation. Direct marketing – Growth, Benefits, and Channels; Telemarketing, Digital and Social Media Marketing.

UNIT-4: CONSUMER BEHAVIOUR

Opinion Leadership – Dynamics of opinion Leadership Process – The Motivation behind Opinion Leadership – The Diffusion Process – the Adoption Process – Levels of consumer decision making – Models of Consumer Decision Making.

UNIT-5: ISSUES AND DEVELOPMENTS IN MARKETING

Social, ethical and legal aspects of marketing; Marketing of services; International marketing; Green marketing; Cyber marketing; Relationship marketing and other developments of marketing.

TEXT BOOKS :

1. Philip Kotler, Kevin lane Keller, Alexander Chernev, Jagdish N. Sheth, G.Shainesh, Marketing Management, 16th edition, Pearson, 2022
2. R S N Pillai, Marketing Management, S Chand, 2010
3. Porter M.E., Competitive Advantage: Creating, Sustaining Superior Performance, Publisher: Free Press, 2012

REFERENCE

1. Rajan Saxena, Marketing Management, Publisher: Tata McGraw Hill, 2013



MBA SYLLABUS – 2023-24
MBA – Shipping and Logistics Management

PROGRAM	MBA-Shipping and Logistics management				
Course Code : CDOEMB105D	Course Name : ACCOUNTING AND FINANCIAL MANAGEMENT	L	T	P	C
		2	2	0	4
Year and Semester	I (I Semester)				
Course category	Core				
Course Objective	1. To gain the basic concepts of financial accounting 2. To know the process of cost analysis 3. To provide in-depth knowledge about financing and investment decisions and cost of capital 4. To learn the importance of working capital management 5. To learn the recent trends in accounting and financial management.				
Course Outcome	On successful completion of the course, the students will be able to				
	CO	Course Outcome			BTL
	CO1	Identify the appropriate Financial accounting concept for the business situation			K3
	CO2	Identify and examine the cost accounting concepts			K3
	CO3	Explain the importance of finance and capital budgeting and cost of capital			K2
	CO4	Examine the requirements of working capital management			K4
	CO5	Explain the recent trends in accounting and financial management			K2
	CO6	Apply the ways and means of managing the financial resource for an organization			K3

POs/ COs	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8
CO1	3	2	-	-	-	-	-	2
CO2	2	-	-	-	-	-	-	2
CO3	2	2	-	-	-	-	-	2
CO4	2	2	-	-	-	-	-	2
CO5	2	2	-	-	-	-	2	2
CO6	3	2	-	-	-	-	2	3
Average	2.3	2.0	-	-	-	-	2.0	2.2
Correlation Levels	1. Slight (Low)		2. Moderate (Medium)		3.Substantial (High)			



UNIT 1: FINANCIAL ACCOUNTING

Introduction to financial accounting – Objectives- Functions – Golden rules of Accounting, Generally accepted accounting principles and Conventions – Accounting process – journal, ledger, trial balance and Final accounts of sole proprietorships firms – Users of accounting information.

UNIT 2: COST ACCOUNTING AND MANAGEMENT

Cost sheets, classification of costs, types of costing methods, differences between cost accounting and management accounting – Ratio analysis - Marginal costing including decision making- Budgetary Control and Standard costing system.

UNIT 3: CAPITAL STRUCTURE AND COST OF CAPITAL

Meaning and Importance of Capital Structure, Patterns of capital structure, Factors determining capital structure. Meaning, Definition- Importance of Cost of Capital, Components of Cost of Capital, Factors determining Cost of Capital-Computation of cost of capital- Determination of Weighted average cost of capital

UNIT-4: INVESTMENT DECISIONS

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

UNIT-5: WORKING CAPITAL MANAGEMENT

Definition - Management of Working Capital, Concepts, Types, Determinants and need of Working Capital. Computation of Working Capital for a Company. Sources of working capital, Estimating working capital requirements

TEXTBOOK

1. S.N.Maheswari, "Financial and Management Accounting", Sultan Chand & Sons, 2003.
2. P. Jain & Narang, Financial Accounting, Kalyani Publishers, New Delhi, 2016, 25th Edition.
3. MY Khan and Jain and PK Jain, Financial Management, McGraw Hill, 2014, 7th Edition

REFERENCES

1. S.P. Iyengar, Cost and Management Accounting, Sultan Chand & Co,
2. I.M.Pandey, Financial Management, Vikas Publishing House, 2021, 12th Edition.
3. Prasanna Chandra, Financial Management : Theory and Practice. Mc Graw Hill, 2022, 11th Edition.`



MBA – Shipping and Logistics Management

PROGRAM	MBA-Shipping and Logistics management				
Course Code : CDOEMB106D	Course Name :	L	T	P	C
	DATA ANALYSIS	2	2	0	4
Year and Semester	I (I Semester)				
Course category	Core				
Course Objective	<ol style="list-style-type: none"> To learn the concept of probability To understand the methods of averages and dispersions To understand the concepts of correlation and regression analysis To know the need and importance of data analysis To understand the methods of time series analysis 				
Course Outcome	On successful completion of the course, the students will be able to				
	CO	Course Outcome			BTL
	CO1	Identify the concept of probability			K3
	CO2	Examine the methods of averages and dispersions			K4
	CO3	Explain the concepts of correlation and regression analysis			K2
	CO4	Explain the concepts of data analysis			K2
	CO5	Explain the components of time series analysis			K2
	CO6	Apply the methods of data analysis			K3

POs/ COs	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8
CO1	3	2	-	-	-	-	-	2
CO2	2	-	-	-	-	-	-	2
CO3	2	2	-	-	-	-	-	2
CO4	2	2	-	-	-	-	-	2
CO5	2	2	-	-	-	-	2	2
CO6	3	2	-	-	-	-	2	3
Average	2.3	2.0	-	-	-	-	2.0	2.2
Correlation Levels	1. Slight (Low)		2. Moderate (Medium)		3.Substantial (High)			



MBA – Shipping and Logistics Management

UNIT-1: PROBABILITY

Random experiment, outcome, trial and event, Exhaustive events, favourable events, Independent events, sample space, definition of probability, addition theorem of probability, conditional probability, independent events, Mutually and pair wise independent events, multiplication theorem of probability for independent events, Baye's theorem.

UNIT-2: MEASURES OF AVERAGES AND DISPERSIONS

Types of Data, Diagrammatic representation of data, Measures of central tendency and dispersion such as Mean, Median, Mode, Range, Interquartile range (IQR), Standard deviation, Mean Deviation, Coefficient of variation. Use of Statistical Packages such as SPSS.

UNIT-3: CORRELATION AND REGRESSION ANALYSIS

Karl Pearson's coefficient of correlation, Rank correlation, Repeated ranks, Spears man's rank correlation, Regression analysis, Regression coefficient, Regression equations Y on X and X on Y

UNIT-4: DATA ANALYTICS

Preliminary Steps - Building a Predictive Model - Data Exploration - Data Visualization - Dimension Reduction - - Converting a Categorical Variable to a Numerical Variable, Predictive Analytics, Types of data mining problems. The process of data mining. Statistical evaluation of big data, Data reduction, Neural networks.

UNIT-5: TIME SERIES ANALYSIS

Objectives of Time series analysis; Components of Time Series analysis; Trend analysis by using Semi averages method, Moving averages method and Straight line method, Autoregressive-moving average models (ARMA).

TEXT BOOKS :

1. Richard Levin, David Rubin, Statistics for Management, Publisher: Pearson, 2018
2. Peter Bruce, Andrew Bruce, Peter Gedeck, Practical Statistics for Data Scientists, Publisher: Oreilley Media, 2017
3. Maheshwari, Data Analytics, Publisher: McGraw Hill, 2019

REFERENCE

4. Foster Provost, Tom Fawcett, Data Science for Business, Publisher, 2013



MBA – Shipping and Logistics Management

PROGRAM	MBA-Shipping and Logistics Management								
Course Code : CDOEMB107D	Course Name :			L	T	P	C		
	COMMUNICATION FOR MANAGERS			3	0	0	3		
Year and Semester	I (I Semester)								
Course category	Core								
Course Objective	<ol style="list-style-type: none"> To prepare learners for effective communicators To know the different types of communications To understand the importance of non-verbal communication To learn the importance of presentation skills To identify the various employment skills 								
Course Outcome	On successful completion of the course, the students will be able to								
	CO	Course Outcome						BTL	
	CO1	Identify the importance of managerial communication						K3	
	CO2	Explain the types of communication						K2	
	CO3	Examine the role of non-verbal communication						K4	
	CO4	Examine the importance of presentation skills						K4	
	CO5	Explain the skills required for employability.						K2	
	CO6	Apply the different types of communication in business						K3	
POs/COs	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	
CO1	2	-	2	2	2	3	-	3	
CO2	3	-	3	2	2	2	-	2	
CO3	2	-	2	3	3	3	-	3	
CO4	3	-	3	2	2	2	-	2	
CO5	2	-	2	3	2	3	-	3	
CO6	3	-	3	2	3	2	-	2	
Average	2.5	-	2.5	2.3	2.3	2.5	-	2.5	
Correlation Levels		1. Slight (Low)		2. Moderate (Medium)		3.Substantial (High)			



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MBA SYLLABUS – 2023-24

MBA – Shipping and Logistics Management

UNIT-1: INTRODUCTION TO MANAGERIAL COMMUNICATION

Basic principles of effective communication – Role of communication - Process of communication - Importance of Corporate & Business communication, Cross Cultural Dimensions of Business Communication.

UNIT-2: TYPES OF COMMUNICATION

Listening: Importance of listening, - Verbal Communication: Types of Verbal Communication. Downward - upward and lateral - formal and informal communication - cross communication & grapevine. Speaking: Art of Public Speaking. Written Communication: Principles of Effective Written Communication - types of report writing - contents of business letters - Email etiquette.

UNIT-3: NON VERBAL COMMUNICATION AND MEETINGS

Mastering team & interpersonal communication, Recognizing differences between groups and teams, Social networking technologies in business communication, business etiquette & nonverbal communication. Organizing and preparing for meetings, agenda, resolutions & minutes - Career management.

UNIT-4: PRESENTATION SKILLS

Presentation Skills: Presentation definition, Elements of presentation, Designing a presentation, Advanced visual support for business presentation, Types of visual aids, Appearance & Posture, Practicing delivery of presentation. Introduction to Group Discussion— Participating in group discussions – brainstorming the topic – questioning and clarifying – GD strategies- activities to improve GD skills

UNIT-5: EMPLOYMENT SKILLS

Employment Messages - Writing Cover letter and resume, Applying for job - Role Play, Exemplify employer-employee/interviewer. Conflict settlement, Culturally sensitive issues. Interview etiquette – dress code – body language – attending job interviews– telephone/skype interview -one to one interview &panel interview.

TEXT BOOKS :

1. R.K Madhukar, Business Communication, Publisher: Vikas Publishing House, 2021
2. M.K.Sehal., VandanaSkehtarpal, Business Communication, Publisher: Excel Books, 2020
3. Courtland L. Bovee's , Business Communication: Today, tenth edition, 2010

REFERENCE:

4. Business Communication, Raymond V. Lesikar, Publisher: Mcgraw Hill, 2013



MBA – Shipping and Logistics Management

PROGRAM	MBA-Shipping and Logistics management				
Course Code : CDOEMBE01D	Course Name : COMPUTER APPLICATIONS FOR BUSINESS	L	T	P	C
		3	0	0	3
Year and Semester	I (I Semester)				
Course category	Elective				
Course Objective	<ol style="list-style-type: none"> To understand the need for information systems To learn the basics of database To know the fundamentals of big data analytics To understand the importance of ecommerce to business To design Word document & worksheets for practical applications. 				
Course Outcome	On successful completion of the course, the students will be able to				
	CO	Course Outcome			BTL
	CO1	Identify the basic concepts of information systems			K3
	CO2	Examine the tools of database used in decision-making			K4
	CO3	Explain the concept of big data analytics			K2
	CO4	Identify the applications of e-commerce in business			K3
	CO5	Explain the use of spreadsheet as a management tool			K2
CO6	Apply various computer applications for business decisions			K3	

POs/ COs	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8
CO1	3	2	-	-	-	-	3	2
CO2	3	2	-	-	2	-	3	2
CO3	3	2	-	-	2	-	3	3
CO4	3	3	-	-	3	3	3	3
CO5	3	3	-	-	2	-	3	3
CO6	3	3	-	-	3	3	3	3
Average	3.0	2.5	-	-	2.4	3.0	3.0	2.7
Correlation Levels	1. Slight (Low)		2. Moderate (Medium)		3.Substantial (High)			



UNIT-1: INTRODUCTION TO INFORMATION SYSTEM

MIS - System Approach - system view of Business, MIS organization within the Company. Data, information -types of information–Categories of Information System- Designing of MIS– Decision Support System (DSS) –DSS Characteristics – DSS VS MIS - Components of Expert System - DSS Vs Expert System

UNIT-2: DATA PROCESSING AND DATABASE SYSTEM

Data processing, Data processing Cycle, Data Hierarchy- Data processing Application in Business - Methods of data processing : Batch processing- online processing – Real-time processing – Distributed processing –File processing VS Database processing, Objectives of DBMS, Database Technical Overview, Purpose of DBMS – Types of Users

UNIT-3: CONCEPTS OF BIG DATA ANALYTICS

Introduction to Big Data: Types of Digital Data, Introduction to Big Data, Characteristics of Big Data-Big Data Analytics, Advantages of Bigdata- DBMS, Relational Databases & SQL, Data Cleansing and Preparation and Applications of Bigdata

UNIT-4: IMPACT OF INFORMATION TECHNOLOGY IN SHIPPING AND LOGISTICS

Introduction – Big Data and its concepts - Bar Coding and Scanner -SKU DIM –RFID-Case ID Capture- Route Optimization-GPS Tracking (Track & Trace)- Last mail Delivery Tracking on Mobility- Customer Relationship Management-Warehouse Management System- Enterprise Resource Planning-Transportation Management Systems

UNIT-5: MS-WORD & SPREADSHEET APPLICATION

Using Smart art, mail merge, track changes, review comments, insertion of drawing tools, shapes and mathematical symbols.

Spreadsheet concepts; Creating a work book, saving a work book, editing a work book, inserting, deleting work sheets, entering data in a cell, formula Copying, Moving data from selected cells, Handling operators in formulae: Inserting Charts- LINE, PIE, BAR, Mathematical Functions- ROUND ALL, SUM, SUMIF, COUNT, COUNTIF ; Statistical – AVERAGE, MAX, MIN, STDEV, FREQUENCY, INTERCEPT, SLOPE.; Logical - IF, AND, OR- Practical Applications

TEXTBOOK:

1. FaitheWempen “Computing Fundamentals: Introduction to Computers”, Wiley Publications, 2010
2. Dr. R. Parameshwaran“Computer Application for Business”, S Chand Publications. 2013

REFERENCE BOOK:

3. Robert G. Murdick, Joel E. Ross and James R. Claggett, “Information System for Modern Management”, Third Edition, by, PHI.2013



MBA – Shipping and Logistics Management

PROGRAM	MBA-Shipping and Logistics management				
Course Code : CDOEMBE02D	Course Name : CROSS-CULTRUAL MANAGEMENT	L	T	P	C
Year and Semester	I (I Semester)	3	0	0	3
Course category	Elective				
Course Objective	<ol style="list-style-type: none"> To prepare learners to learn the Organisational Culture To know the concepts of Culture and Global Management To understand the importance of Cross Cultural Management To learn the concepts of Global Human Resource Management To identify the various Corporate Culture 				
Course Outcome	On successful completion of the course, the students will be able to				
	CO	Course Outcome			BTL
	CO1	Identify the importance of Organisational Culture			K3
	CO2	Explain the concepts of Culture and Global Management			K2
	CO3	Examine the role of Cross Cultural Management			K4
	CO4	Examine the importance of Global Human Resource Management			K2
	CO5	Determine the skills required to learn the Corporate Culture			K2
	CO6	Apply the different concepts of Cross-Cultural Management			K3

POs/ COs	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8
CO1	2	-	2	2	2	3	-	3
CO2	3	-	3	2	2	2	-	2
CO3	2	-	2	3	3	3	-	3
CO4	3	-	3	2	2	2	-	2
CO5	2	-	2	3	2	3	-	3
CO6	3	-	3	2	3	2	-	2
Average	2.5	-	2.5	2.3	2.3	2.5	-	2.5
Correlation Levels	1. Slight (Low)		2. Moderate (Medium)		3.Substantial (High)			



MBA – Shipping and Logistics Management

UNIT-1: INTRODUCTION TO ORGANISATIONAL CULTURE

Introduction – Concept of Culture for a Business Context; Brief wrap up of organizational culture & its dimensions; Cultural Background of business stakeholders [managers, employees, shareholders, suppliers, customers, and others] – An Analytical framework

UNIT-2: CULTURE AND GLOBAL MANAGEMENT

Global Business Scenario and Role of Culture A Framework for Analysis; Elements & Processes of Communication across Cultures; Communication Strategy for/ of an Indian MNC and Foreign MNC & High-Performance Winning Teams and Cultures; Culture Implications for Team Building

UNIT-3: CROSS CULTURAL MANAGEMENT

Cros Culture – Negotiation & Decision Making – Process of Negotiation and Needed Skills & Knowledge Base – Overview with two illustrations from multicultural contexts [India – Europe/ India – US settings, for instance]; International and Global Business Operations- Strategy Formulation & Implementation; Aligning Strategy, Structure & Culture in an organizational Context.

UNIT-4: GLOBAL HRM

Global Human Resources Management – Staffing and Training for Global Operations – Expatriate – Developing a Global Management Cadre. Motivating and Leading; Developing the values and behaviors necessary to build high-performance organization personnel [individuals and teams included] – Retention strategies.

UNIT-5: CORPORATE CULTURE

Corporate Culture – The Nature of Organizational Cultures Diagnosing the As-Is Condition; Designing the Strategy for a Culture Change Building; Successful Implementation of Culture Change Phase; Measurement of ongoing Improvement.

TEXT BOOKS:

1. Marie-Joelle Browaeys and Roger Price: Understanding Cross-Cultural Management, Pearson, 2015.
2. David C.Thomas: Cross Cultural Management, 2/e, Sage Publications, 2014.
3. Nigel Holdon, Cross Cultural Management: Knowledge Management Perspective, Pentice Hall, 2012.

REFERENCE BOOKS:

4. Parissa Haghirian: Multinational and Cross-Cultural Management, Routledge, 2012.
5. Richard Mead: International Management-Cross cultural Dimension, 3/e, Blackwell, 2015.



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MBA SYLLABUS – 2023-24

MBA – Shipping and Logistics Management

MBA - Semester: 2



MBA – Shipping and Logistics Management

PROGRAM	MBA-Shipping and Logistics management				
Course Code : CDOEMB201D	Course Name : CHARTERING AND COMMERCIAL GEOGRAPHY	L	T	P	C
		3	1	0	4
Year and Semester	I (II Semester)				
Course category	Core				
Course Objective	<ol style="list-style-type: none"> 1. To study the basics of chartering principles 2. To learn about freight market in chartering 3. To learn the different types of charter party clauses 4. To understand the concepts of commercial geography 5. To know the role and functions of commercial ports 				
Course Outcome	On successful completion of the course, the students will be able to				
	CO	Course Outcome			BTL
	CO1	Identify the principles and operations of ship chartering			K3
	CO2	Explain chartering market practices			K2
	CO3	Identify the different clauses of chartering			K3
	CO4	Examine the different aspects of commercial geography			K4
	CO5	Determine the role of commercial ports			K5
	CO6	Apply the principles of chartering in shipping			K3

POs/ COs	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8
CO1	-	-	2	2	2	2	-	3
CO2	2	-	1	2	1	3	-	3
CO3	2	-	-	3	-	1	-	2
CO4	3	-	3	2	3	3	3	3
CO5	-	-	-	3	-	2	-	2
CO6	2	-	2	3	2	3	-	3
Average	2.3	-	2.0	2.5	2.0	2.3	3.0	2.7
Correlation Levels	1. Slight (Low)		2. Moderate (Medium)			3.Substantial (High)		



UNIT-1 : INTRODUCTION TO CHARTERING

Overview of Chartering and Ship Broking, Types of Chartering, Charterparties, Voyage chartering, Time chartering, Bareboat cum Demise chartering, Interpretation of fixtures, Various forms of charter parties, Worldscale, Voyage estimation, Steps in Voyage Estimation, Voyage Estimation Calculation (Numerical Exercises)

UNIT-2 : VOYAGE CHARTER PARTY

Contract of Affreightment, Vessel, Voyage, Cargo and freight, Loading and discharging, Lay time, Cesar and lien, Laytime Calculation (Numerical Exercises)

UNIT-3 : TIME CHARTER PARTY

Clauses of Time Charter, Delivery and redelivery, Hire and Off-hire. Bills of lading issued under charterparties.

UNIT-4 : COMMODITIES AND GEOGRAPHICAL

Minerals, Raw materials, Agricultural Commodities (Global and India), Sources and destinations of such commodities and their movements, Climate, winds-tides, currents and seasons of bad weather and their influence on shipping.

UNIT-5: COMMERCIAL

Major ocean routes - features and patterns of trade. World Maritime Atlas, Trade Lane Analysis, Port Infrastructure, Port Connectivity, Port Cluster, Mega Ports in East and West Coast of India.

TEXT BOOKS :

1. Lars Gorton, Ship Broking and Chartering Practice, Routledge Publisher – 8th edition (2019),.
2. John F Wilson, Carriage of Goods by Sea, Pearson Publishers – 4th edition (2020).

REFERENCE :

3. Professional Ship Management: Marketing and Strategy, Dr. Photis M. Panayides, Ashgate Publishing (2001).



MBA – Shipping and Logistics Management

PROGRAM	MBA-Shipping and Logistics management				
Course Code : CDOEMB202D	Course Name :	L	T	P	C
	LOGISTICS MANAGEMENT	3	1	0	4
Year and Semester	I (II Semester)				
Course category	Core				
Course Objective	To learn the concept of probability To understand the methods of averages and dispersions To understand the concept of data analytics To know the need and importance of data mining To understand the methods of time series analysis and index numbers				
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 logistics management	K4		
	CO3	Analyse the different types of logistics strategy	K4		
	CO4	Identify the role and functions of logistics service providers	K3		
	CO5	Identify the recent trends in logistics management.	K3		
	CO6	Apply the concepts of logistics management in managing companies	K3		

POs/ Cos	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8
CO1	3	2	-	-	-	-	-	2
CO2	2	-	-	-	-	-	-	2
CO3	2	2	-	-	-	-	-	2
CO4	2	2	-	-	-	-	-	2
CO5	2	2	-	-	-	-	2	2
CO6	3	2	-	-	-	-	2	3
Average	2.3	2.0	-	-	-	-	2.0	2.2
Correlation Levels	1. Slight (Low)		2. Moderate (Medium)			3.Substantial (High)		



MBA – Shipping and Logistics Management

UNIT 1: OVERVIEW OF LOGISTICS

Concept of Logistics – Definition, Types of Principles, Role and functions of Logistics in a firm, Activities of Logistics, Logistics Forms

UNIT 2: LOGISTICS MANAGEMENT

Definition, Conceptual Framework, Specific concepts, Scope and importance of Logistics Management, Strategic role of Logistics, Types of strategies.

UNIT 3: TRANSPORTATION AND WAREHOUSING

Efficient transportation systems. Transportation- Meaning; Types of Transportations, a) Warehouse: Warehouse- Meaning, Types of Warehouses Benefits of Warehousing. Warehousing principles and equipment.

UNIT 4: OUTSOURCING LOGISTICS

Meaning, Reasons, Types of LSPs, Services rendered by Third party logistics provider (3PL), Fourth party, Logistics providers (4PL).

UNIT 5 : RECENT TRENDS IN LOGISTICS MANAGEMENT

Quality Customer Service and Integrated Logistics: Customer service, Emerging concept in logistics.

TEXT BOOKS :

1. D.K. Agrawal, Text book of Logistics and Supply Chain Management, Macmillan India Limited, 2009
2. Raghuram, G, Logistics and Supply Chain Management: Cases and Concepts, Macmillan Publisher, 2004

REFERENCES :

1. Donald Bowersox, David Closs, M. Bixby Cooper, Supply Chain Logistics Management, Tata Mcgraw Hill Education, 2006.
2. Pierre David, Biztantra, International Logistics, 2003.



MBA – Shipping and Logistics Management

PROGRAM	MBA-Shipping and Logistics management				
Course Code : CDOEMB203D	Course Name : LINER SHIPPING BUSINESS	L 3	T 1	P 0	C 4
Year and Semester	I (II Semester)				
Course category	Core				
Course Objective	<ol style="list-style-type: none"> To learn principles of liner trade To know the structure of liner shipping organization To understand the role of containerisation and intermodal transport. To know the issues related to liner trade business To understand the documentation procedure in liner trade 				
Course Outcome	On successful completion of the course, the students will be able to				
	CO	Course Outcome			BTL
	CO1	Explain the characteristics of liner services			K2
	CO2	Assess the organisation structure of a containerised liner shipping company			K4
	CO3	Identify the importance of containerisation and intermodal transport			K3
	CO4	Examine the issues related to liner shipping business			K4
	CO5	Explain the different documents of liner trade			K2
	CO6	Apply the concepts and procedures related to liner trade			K3

POs/ COs	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8
CO1	2	-	-	-	-	-	2	2
CO2	2	-	3	3	3	3	3	3
CO3	3	-	-	-	-	-	-	2
CO4	2	-	-	2	-	-	2	3
CO5	3	-	-	-	-	-	3	2
CO6	3	-	3	3	2	2	2	3
Average	2.5	-	3.0	2.7	2.5	2.5	2.4	2.5
Correlation Levels	1. Slight (Low)		2. Moderate (Medium)		3.Substantial (High)			



UNIT-1: LINER TRADES PRINCIPLES

Characteristics of liner services, Types of Liner Services Liner trade routes in the world, Liner service options, RTW, pendulum, hub and spoke and end-to-end, Liner Alliances, feeders/coastal services, services for specific commodities, types of liner businesses.

UNIT-2: LINER SHIPPING ORGANIZATION

Management structure and functional activities of Liner Shipping Organisation (including technical, operations, sales/marketing and commercial functions), Forms of agreement used between liner operators and independent agencies, FONASBA Standard Liner and General Agency Agreement, Functions of Liner Agency, Organization structure of a Liner Agency.

UNIT-3: CONTAINERISATION AND INTERMODAL TRANSPORT

Concept of Containerisation, Characteristics, dimensions and purpose of different container types, Terminology of Containersation such as FCL, LCL, House to House, Port to Port. Principles of Container Management, Role of CFS, ICD, Role of Intermodal Transport, Feeder services, Inland haulage (road, rail and barge), carrier / merchant haulage. Container leasing – Types of Leasing, Costs of Leasing, Container imbalance analysis

UNIT-4: BUSINESS ISSUES IN THE LINER TRADES

Main operators in the liner trades and their ownership, Main drivers of demand in the liner trades, Global liner vessel fleet, Importance of the balance of supply and demand, Vessel fleet planning, Service Networks including owning/chartering, new building, Non-Operating Owners of Container ships, cascading effect. Costs involved in running a liner business, fixed and variable costs.

UNIT-5: DOCUMENTATION IN LINER TRADES

Bill of Lading, Functions of Liner Bill of Lading, Types of Bill of Lading, Electronic B/L, Seaway Bill, Export & Import General Manifest, Mate Receipt, Commercial Invoice, Consular Invoice, Dock receipt and Warehouse receipt, Letter of Credit / Sales contract.

TEXT BOOKS :

1. Marc Levinson, The Box, How the Shipping Container Made the World Smaller and the World Economy Bigger - Princeton University Press, 2006.
2. Abrahamsson, B.J., International Ocean Shipping: Current concepts and Principles, Publisher: Westview Press, 2001
3. Gilman, S., The competitive dynamics of Container Shipping, Publisher: Gower Publishing Company World, 2000



MBA SYLLABUS – 2023-24
MBA – Shipping and Logistics Management

PROGRAM	MBA-Shipping and Logistics management				
Course Code : CDOEMB204D	Course Name :	L	T	P	C
	PORT OPERATIONS AND PRICING	3	1	0	4
Year and Semester	I (II Semester)				
Course category	Core				
Course Objective	<ol style="list-style-type: none"> To learn the importance of port structure To understand the port performance indicators To understand the port pricing mechanism To learn the port cost, revenue and marketing of port services To understand the port disbursement accounts 				
Course Outcome	On successful completion of the course, the students will be able to				
	CO	Course Outcome		BTL	
	CO1	Explain port structure and their functions.		K2	
	CO2	Examine the performance indicators of ports.		K4	
	CO3	Identify the different port pricing systems.		K3	
	CO4	Determine the cost and revenue aspects of port services.		K4	
	CO5	Examine the port disbursement accounts		K4	
	CO6	Apply strategies for port operations and pricing.		K3	

POs/ COs	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8
CO1	2	-	2	-	2	2	2	3
CO2	2	-	-	-	-	-	2	2
CO3	3	-	-	-	-	-	3	3
CO4	2	-	-	-	-	-	2	2
CO5	3	-	-	-	-	-	3	3
CO6	3	-	3	-	3	3	3	2
Average	2.5	-	2.5	-	2.5	2.5	2.5	2.5
Correlation Levels	1. Slight (Low)		2. Moderate (Medium)		3.Substantial (High)			



UNIT-1: PORTS STRUCTURE AND FUNCTIONS

Types and layout of the Ports – Locational characteristics - Economic impact of ports - Port ownership models – Landlord, service and tool ports. Port administration in India – major and non-major ports, Role of State Maritime Boards in India. Organizations concerning ports - Boards governing ports.

UNIT-2: PORT OPERATIONS AND PERFORMANCE INDICATORS

Organization Structure of Ports - Services rendered by ports -marine services-terminal services-repair services-estate management services-information management services-general logistics services-value added services-performance indicators, Components of Business plan of ports.

UNIT-3: PRICING SYSTEMS

Objectives of port pricing - Constraints in port pricing - Various pricing Systems applied in ports- Basis for assessing port charges - Port dues and Specific port tariffs- - establishing a port tariff structure. Guidelines for the application and presentation of new port charges. Requirement of a sound pricing structure from the users' point of view – case studies. Requirement of a good pricing system from the supplier's point of view. Volume discount Schemes.

UNIT-4: PORT COST AND MARKETING OF PORT SERVICES

Nature of the cost -The generation of costs at a port - Port charges on the cargo - Port charges on ship-transport costs and prices of products - The calculation and analysis of costs- The allocation of costs. The flow of port users' benefits -Secondary users' benefits- Cargo owners' benefit- The revenue flow – Concept of Total logistics cost. The demand for port services and facilities – marketing of port services-strategies – case studies-identifying stakeholders – identifying customer needs-handling competition and adding value.

UNIT-5: PORT DISBURSEMENT

Disbursement Accounts, Proforma Disbursement Account (PDA), Final Disbursement Account (FDA), Proforma Marine Disbursement Calculation (Numerical Exercises)

TEXT BOOKS :

1. Hercules E. Haralambides, Port Management - Edited by Published by PALGRAVE MACMILLAN, 2015
2. Patrick Alderton, Port Management and Operations, Publisher: Llyod's of London Press
3. Peter Brodie, Commercial Shipping Handbook, Publisher: Lloyd's of London Press

REFERENCE :

1. Dr. Z. Ozcayir, Port State control, Publisher: Informa Legal Publishing UK, 1999
2. Neresian.R Ships & Shipping : A comprehensive guide –(Pennwell Corp Feb 1981)
3. Alan Branch, Elements of shipping, Publisher: Sterling/ Routledge, 2009



PROGRAM	MBA-Shipping and Logistics management								
Course Code : CDOEMB205D	Course Name :		L	T	P	C			
	RESEARCH METHODOLOGY		3	1	0	4			
Year and Semester	I (II Semester)								
Course category	Core								
Course Objective	<ol style="list-style-type: none"> To understand the concepts of Research To know the need and role of research design To learn sampling techniques and measurement To know the data collection techniques and analysis tools To learn about report preparation 								
Course Outcome	On successful completion of the course, the students will be able to								
	CO	Course Outcome						BTL	
	CO1	Explain the basic concepts of research						K2	
	CO2	Determine the process of research design						K5	
	CO3	Examine the sampling techniques and measurement techniques						K4	
	CO4	Identify the tools for data collection and analysis techniques						K3	
	CO5	Explain the process of research proposal and report preparation						K2	
	CO6	Apply the concepts of research and prepare the reports.						K3	
POs/ COs	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	
CO1	-	3	-	-	-	2	2	3	
CO2	-	2	-	-	-	2	-	3	
CO3	2	2	-	-	-	2	2	3	
CO4	2	3	-	-	-	2	-	3	
CO5	2	3	-	3	-	3	2	3	
CO6	2	3	-	3	-	3	2	3	
Average	2.0	2.7	-	3.0	-	2.3	2.0	3.0	
Correlation Levels	1. Slight (Low)		2. Moderate (Medium)		3.Substantial (High)				



UNIT 1: INTRODUCTION TO RESEARCH

Meaning-Definition- Need- Importance- Objectives- Characteristics- Types of Research - Research Methods and Research Methodology- Ethics in Research- Research Process- Criteria of Good Research - Problems Encountered by Researchers in India

UNIT 2 : RESEARCH PROBLEMS AND RESEARCH DESIGN

Research Problem - Technique Involved in Defining a Problem – Meaning of research design - Need – Features – Types - Important concepts relating to research design - Development of hypothesis

UNIT 3: SAMPLING AND MEASUREMENT

Random Sampling Methods and Non-Random Sampling Methods, Concept of measurement, Validity and Reliability, Levels of measurement - Nominal, Ordinal, Interval, Ratio. Attitude Scaling Techniques: Concept of Scale – Rating Scales viz. Likert Scales, Semantic Differential Scales, Constant Sum Scales, Graphic Rating Scales – Ranking Scales – Paired Comparison & Forced Ranking.

UNIT 4 : DATA COLLECTION AND ANALYSIS

Data: Types of Data- Data Collection tools and Techniques. Questionnaire: Questionnaire Construction - Personal Interviews, Telephonic survey Interviewing, Online questionnaire tools - Pre-Test, Data preparation, Parametric Testing - Z test - t-test; Chi square test - ANOVA - and Non-Parametric Tests - Mann Whitney U Test. Sign Test, Wilcoxon Signed-Rank Test. Kruskal Wallis Test - Procedure for testing hypothesis (Numerical Exercise).

UNIT 5: INTERPRETATION AND REPORT WRITING

Meaning of interpretation – Why Interpretation - technique of interpretation - significance of report writing- different steps in writing report - Layout of Research report - types of reports- mechanics of writing a research report - precautions for writing research reports. Plagiarism – Significance – Types – Simple Problem solving using SPSS.

NOTE: THE QUESTION PAPER SHALL COVER 70% THEORY AND 30% PROBLEMS

TEXT BOOKS :

1. C.R.Kothari, Research Methodology: Methods and Techniques, New Age International (P) Ltd, 2004, Second edition.
2. R.Paneerselvam ,Research Methodology, Publisher: Prentice Hall of India, 2014, Second edition,
3. Uma Sekaran & Roger Bougie, John Wiley & Sons, Research Methods For Business: A Skill Building Approach, Wiley, ,2006, Seventh Edition.

REFERENCE .:

4. Emma Bell, Bill Harley, and Alan Bryman, Business Research Methods, , Oxford university press, Sixth Edition, 2022



MBA SYLLABUS – 2023-24
MBA – Shipping and Logistics Management

PROGRAM	MBA-Shipping and Logistics management									
Course Code : CDOEMB206D	Course Name : INTERNATIONAL BUSINESS			L	T	P	C			
				3	1	0	4			
Year and Semester	I (II Semester)									
Course category	Core									
Course Objective	<ol style="list-style-type: none"> 1. Provide students with a basic knowledge of international business 2. To understand the globalization process 3. To study the world trading system 4. To understand the legal frameworks 5. To understand the international trade environment 									
Course Outcome	On successful completion of the course, the students will be able to									
	CO	Course Outcome							BTL	
	CO1	To know the History, evolution, growth & development of International Business.							K2	
	CO2	Examine the importance of international marketing							K4	
	CO3	Identify the legal framework world trade system.							K3	
	CO4	Explain the legal environment in international finance							K2	
	CO5	Examine the ethics involved in IB							K4	
	CO6	Students will be able to have an awareness of the foundations of the trade, the opportunities and challenges from an Indian perspective							K3	
POs/COs	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8		
CO1	2	3	-	2	-	3	2	3		
CO2	2	3	-	3	-	3	2	3		
CO3	3	3	-	2	-	2	3	2		
CO4	3	3	3	3	-	3	2	3		
CO5	2	2	3	3	-	2	3	3		
CO6	3	3	2	3	-	2	3	3		
Average	2.5	2.8	2.7	2.7	-	2.5	2.5	2.8		
Correlation Levels	1. Slight (Low)			2. Moderate (Medium)		3.Substantial (High)				



UNIT 1 - INTRODUCTION TO INTERNATIONAL BUSINESS

Concept of International Business, Difference between domestic and International Business ,Nature and Importance of International business Introduction to International Business Environment. – Nature, Modes of entry in International Business, Theories of International Trade., Balance of Payments.

UNIT 2 - GLOBALIZATION PROCESS AND FORCES

Globalization: An Overview – Introduction to Global Marketing ,nature and importance Process of international marketing and transition from domestic to transnational marketing International Investment, Technology Transfer.

UNIT 3 - WORLD TRADING SYSTEM & INSTITUTIONS

World Trade Organization –Basic principles and frame work, IMF, World Bank , International Commodity Agreements Multilateral Financial institutions

UNIT 4 - LEGAL ENVIRONMENT

EXIM policy :Legal Framework, objective of EXIM FEMA –Origin and objective, framework of FEMA, Consumer Law , Settlement of International Trade Disputes.

UNIT 5 - CONTEMPORARY DEVELOPMENTS AND ISSUES

International Trade and Environment , International Business Ethics Electronic Commerce , Instruments of Trade Policy

TEXTBOOKS :

1. Sumati Varma. International Business (1st edi), Pearson. (2013).
2. Charles Hill. International Business: Text & Cases, Tata McGraw Hill, New Delhi. (2011).

REFERENCE:

1. Warren J. Keegan. Global Marketing Management (9th edi), Prentice Hall of India, New Delhi. (2010).



MBA – Shipping and Logistics Management

PROGRAM	MBA-Shipping and Logistics management							
Course Code :	Course Name :	L	T	P	C			
CDOEMBE03D	INTERNATIONAL HRM	3	0	0	3			
Year and Semester	I (II Semester)							
Course category	Elective							
Course Objective	<ol style="list-style-type: none"> To learn about the human resource management in global context To understand about the change management To study the challenges in international human resource management To learn about the training and development procedures of International Human resource management. To study the different performance appraisal techniques in International HRM. 							
Course Outcome	On successful completion of the course, the students will be able to							
	CO	Course Outcome						BTL
	CO1	Identify the concepts and models of International HRM						K3
	CO2	Identify the relevance and importance of HRM in Internationalization of Firms.						K3
	CO3	Examine the importance of International staffing						K4
	CO4	Explain the international training, development and compensation						K2
	CO5	Explain the role of International relations for sustainable business.						K2
	CO6	Apply I HRM concepts in International Business decisions						K3
POs/COs	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8
CO1	2	-	-	-	-	-	-	2
CO2	2	-	2	2	2	2	3	3
CO3	3	-	3	2	3	2	3	3
CO4	3	-	3	2	2	2	2	2
CO5	2	-	2	3	2	2	2	3
CO6	3	-	3	3	2	2	3	3
Average	2.5	-	2.6	2.4	2.2	2.0	2.6	2.7
Correlation Levels	1. Slight (Low)			2. Moderate (Medium)		3.Substantial (High)		



MBA – Shipping and Logistics Management

UNIT-1: INTRODUCTION TO IHRM

Definition, The drivers of internationalization of business. The different setting of International Human Resource Management. Development of IHRM. Difference between IHRM and Domestic HRM, Business strategies, IHRM Strategies, SIHRM. Barriers in effective global HRM. Socio-cultural context, Organizational dynamics and IHRM: Role of culture in International HRM, Country and Regional Cultures, Culture and employee management issues/ impact of Country culture on IHRM.

UNIT 2: STRATEGIES FOR INTERNATIONAL GROWTH

Exploiting global integration-The logic of global integration, differentiation, Mastering expatriation, beyond the traditional expatriate model, the limits of global integration. Becoming locally responsive: The roots of responsiveness, understanding diversity, responding to diversity, and the challenges of localization. Managing alliances and joint ventures - IHRM and International Alliances, IHRM and International Joint Ventures.

UNIT-3: INTERNATIONAL WORKFORCE PLANNING AND STAFFING

International labour market International Recruitment function; head-hunters, cross-national advertising, e-recruitment; International staffing choice, different approaches to multinational staffing decisions, Types of international assignments, Selection criteria, and techniques, use of selection tests, interviews for international selection, international staffing issues, Successful expatriation, role of an expatriate, female expatriation, repatriation, re-entry and career issues.

UNIT-4: PERFORMANCE MANAGEMENT

Designing and Implementing Brand Strategies: Brand Architecture, Brand Stature/ Brand Strength, Managing Brand Portfolios, Brand Hierarchy Decisions; Brand Extensions; Managing Brands Over Time: Life Stages of a Brand, Brand Extensions, Brand Reinforcement Strategies; Managing Brands over Geography Global Branding, Global Brand Strategy.

UNIT-5: INTERNATIONAL COMPENSATION AND INTERNATIONAL EMPLOYMENT LAWS

International compensation and international assignees, Forms of compensation, key components of international compensation, Approaches to international compensation, compensation practices across the countries, emerging issues in compensation management. Establishment of labour standards by International Institutions, The global legal and regulatory context of MNE, The International framework of Ethics and Labour standards, Key issues in International Industrial Relations, Trade Unions and MNE's, Response of Trade Unions to MNE's, Non-Union worker representation.

TEXTBOOKS:

1. P. L. Rao, International Human Resource Management – Text and Cases Excel Books International Human Resource Management, Tony Edwards, Pearson Education, 2008

REFERENCE BOOKS:

2. Global Human Growth Model, M.N Rudrabasavaraj, Himalaya, 2007
3. International Human Resource Management, Monir Tayeb, Oxford, 2001



MBA – Shipping and Logistics Management

PROGRAM	MBA-Shipping and Logistics management				
Course Code : CDOEMBE04D	Course Name : AIR CARGO MANAGEMENT	L 3	T 0	P 0	C 3
Year and Semester	I (II Semester)				
Course category	Elective				
Course Objective	<ol style="list-style-type: none"> To gain the basic knowledge of air cargo management To know the ways of handling cargoes in airports To understand the functions of airline marketing To identify the role of air freight forwarders To learn the different air freight procedures followed in India 				
Course Outcome	On successful completion of the course, the students will be able to				
	CO	Course Outcome	BTL		
	CO1	Identify the basic concepts of air cargo management	K3		
	CO2	Examine the ways of handling cargoes in airports	K4		
	CO3	Explain the functions of airline marketing	K2		
	CO4	Identify the role of air freight forwarders	K3		
	CO5	Examine the different air freight procedures followed in India	K4		
	CO6	Apply the knowledge of air cargo management	K3		

POs/ COs	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8
CO1	2	-	-	-	-	-	2	3
CO2	2	-	-	-	-	-	3	3
CO3	2	-	2	-	2	3	2	3
CO4	2	-	-	-	-	-	2	3
CO5	2	2	3	-	2	2	3	3
CO6	3	3	2	-	2	3	3	3
Average	2.2	2.5	2.3	-	2.0	2.7	2.5	3
Correlation Levels	1. Slight (Low)			2. Moderate (Medium)		3.Substantial (High)		



UNIT-1: INTRODUCTION TO AIR CARGO

Introduction to Air Cargo Aviation and airline terminology, IATA, Airlines, Aircraft lay out, Different types of aircraft, Aircraft manufacturers, ULD, International Air Routes, Airports, Consortium, Hub & Spoke, Process Flow.

UNIT-2: HANDLING CARGO IN AIRPORT

The cargo Handling organisations in Airports, Cargo Handling Procedures, Handling of Equipment at airport loading and unloading, Consolidation as a marketing Tool, Courier traffic (Domestic and International), Perishables, Dangerous Goods, Carriage of Live Animals, Valuable Cargo, Human Remains, Restricted articles on board

UNIT-3: AIRLINE MARKETING

Air freight Exports and Imports - Sales & Marketing , Environment, Marketing Research, Strategies and Planning, Audits, Segmentation, SWOT, Marketing Management Control, Consignee controlled cargo –Sales leads – Routing Instructions - Customer service, Future trends.

UNIT-4: AIR FREIGHT FORWARDING

Air freight Exports and Imports - Special Cargoes - Consolidation - Documentation - Air Way Bill (AWB) – Communication – Handling COD shipments – POD –Conditions of contract - Dangerous (DGR) or Hazardous goods.

UNIT-5: AIR FREIGHT PROCEDURES

Air freight advices, booking, SLI, Labelling, Volume/ Weight Ratio, Shipment Planning, TACT, Air Cargo Rates and Charges, Cargo operations, Customs Clearance

TEXTBOOKS

1. Micheal Sales, Air Cargo Management, Himalaya publishers, 5th Edition, 2009
2. Paul Jackson et al, Air cargo distributions: A management analysis of its economic and marketing benefits, Gower Press, 3rd Edition, 2003



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MBA SYLLABUS – 2023-24

MBA – Shipping and Logistics Management

MBA - Semester: 3



MBA – Shipping and Logistics Management

PROGRAM	MBA-Shipping and Logistics management								
Course Code : CDOEMB301D	Course Name : MARITIME LAW AND CUSTOMS PROCEDURES			L	T	P	C		
				3	0	0	3		
Year and Semester	II (III Semester)								
Course category	Core								
Course Objective	<ol style="list-style-type: none"> To learn the legal framework related to Indian and global law To understand the conventions of COGSA To learn the INCOTERMS and general average To learn the procedures of customs act and operations To understand the digitalization of import and export process 								
Course Outcome	On successful completion of the course, the students will be able to								
	CO	Course Outcome						BTL	
	CO1	Identify the legal framework related to Indian and global law						K3	
	CO2	Examine the various provisions of COGSA						K4	
	CO3	Explain INCOTERMS, maritime lien and general average						K2	
	CO4	Identify the customs act and procedures						K3	
	CO5	Examine the use of digitalization in the import and export process						K4	
	CO6	Apply the legal implications of maritime law and customs documentation.						K3	
POs/COs	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	
CO1	-	-	-	-	-	-	2	2	
CO2	2	-	-	-	-	-	-	2	
CO3	2	2	-	-	-	-	2	2	
CO4	-	2	-	2	-	-	2	3	
CO5	-	2	-	3	-	-	3	3	
CO6	3	2	-	3	-	-	3	3	
Average	2.3	2.0	-	2.7	-	-	2.4	2.5	
Correlation Levels	1. Slight (Low)		2. Moderate (Medium)			3.Substantial (High)			



UNIT-1: LEGAL FRAMEWORK

Nature and complexities; International conventions and trade law; Code and common laws and their implications to business; International Business contract – Legal provisions; Payment terms; International sales agreements; Rights and duties of agents and distributors, Source of Law, Common Law, Case Law, Legislation, Law of Tort &

UNIT-2: CONVENTIONS ON CARRIAGE OF GOODS BY SEA ACT (COGSA)

Importance of international cargo liability conventions, Hague, Hague-Visby ,Rotterdam rules, Hamburg Rules & York Antwerp Rules .Conflicts between rules, Relationship of cargo liability conventions with insurance, Liabilities of common and private carriers, Areas of dispute and litigations, Manner and quantum of liability, Dispute Resolution, procedures followed in litigation, arbitration and other methods of dispute resolution, Negotiability of title to cargo carried under bills of lading or other documents. Legal significance of bills of lading issued by charterers and the implications for shipowners, Carriers' liability of port-to-port bills of lading, combined transport bills of lading and liner waybills. Clauses covering identity of carrier, Himalaya Clause, Clause Paramount, New Jason and Both-to-Blame clauses.

UNIT-3: INCOTERMS, LIENS AND GENERAL AVERAGE (Ship arrest & Convention)

Rules governing INCOTERMS 2020. Liens, Types of Liens, Maritime Lien, Freight, Fire, Laytime–safe Ports/Berths, General Average, York-Antwerp Rules, GA Expenditure and Recovery, International Convention of Salvage, Average bonds, Warsaw Convention, CMI and CMR Conventions, Customs and Transit Convention, Kyoto Convention.

UNIT-4: CUSTOMS PROCEDURE

Introduction to Customs Act, and Introduction to Customs Tariff Act, Definitions of Various Duties of Customs, Jurisprudence of Rules, Regulations, Notifications. Salient features of customs rules of valuation, Assessment and examination

UNIT-5: DIGITALIZATION OF IMPORTATION AND EXPORTATION

Introduction to Online filing Manifest, Bill of Entry (Integrated Declaration), Shipping Bill, Single Window System, Participating Government Agencies, EDI, ICES, ICEGATE, Manifest, Documentation for Importation and Exportation. Arrival and Departure of Conveyances. Filing of IGM/EGM, IRER, Inward entry and outward entry, MOT, Port Clearance Certificate. Signance of the Customs Broker and Customs Department. Warehouse and operation.

TEXT BOOKS :

1. Maritime Law, Christopher Hill, Publisher: Lloyd's of London Press
2. Carriage of Goods by Sea, J. Wilson, Publisher: Longman Publishing Group



MBA – Shipping and Logistics Management

PROGRAM	MBA-Shipping and Logistics management								
Course Code : CDOEMB302D	Course Name :		L	T	P	C			
	EXPORT & IMPORT MANAGEMENT		3	0	0	3			
Year and Semester	II (III Semester)								
Course category	Core								
Course Objective	1.To study the fundamentals of export management 2.To learn about India’s export trade 3.To understand export and import finance 4. To understand import management and its related procedures 5. To learn the recent trends in export and import management.								
Course Outcome	On successful completion of the course, the students will be able to								
	CO	Course Outcome						BTL	
	CO1	Identify the role and functions of export trade						K3	
	CO2	Explain the export promotion measures in India						K2	
	CO3	Examine the financial aspects of EXIM trade						K4	
	CO4	Explain the import procedure and documentation						K2	
	CO5	Examine the recent trends with respect to exports and imports						K4	
	CO6	Apply the concepts of export and import procedure for business houses.						K3	
	POs/ COs	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8
	CO1	-	2	2	2	2	2	2	2
	CO2	2	2	2	3	-	3	2	3
	CO3	2	2	-	-	2	-	3	2
	CO4	2	2	2	2	-	2	2	3
	CO5	2	2	-	2	-	-	3	2
	CO6	3	3	2	2	3	2	3	3
	Average	2.2	2.2	2.0	2.2	2.3	2.3	2.5	2.5
	Correlation Levels	1. Slight (Low)			2. Moderate (Medium)		3.Substantial (High)		



UNIT- 1: INTRODUCTION TO EXPORT MANAGEMENT

Import Export Management Introduction; Concept Key Feature; Foreign Trade - Institutional Framework and Basics; Trade Policy; Foreign Trade; Simplification of Document; Reduction in Document to Five for Custom Purpose; Exporting; Importing Counter Trade; the Promise and Pitfall of Exporting; Improving Export Performance; Counter Trade.

UNIT- 2: INDIA’S EXPORT TRADE

Trends in India’s export trade since independence, Composition of India’s export trade, Direction of India’s export trade, India’s share in world trade, Reasons for India’s poor share in world trade, Export of services. Export Product Planning: Modes of entry in foreign markets, Criteria for selection of products for exports, Steps in new product development process, identifying foreign markets for export of products, Product Branding, Product packaging and labeling requirements. Export procedure and incentives impact on the procedures, related customs formalities.

UNIT- 3: EXPORT PRICING AND FINANCE

Export Pricing – Factors determining export price, Export pricing objectives, Export pricing quotations, Marginal cost pricing, Break even pricing, Export pricing strategies, denomination of export contract, Export Finance – Types of export finance, Features of pre-shipment and post-shipment finance, Methods of payment, Role of commercial banks and EXIM bank in export finance, Role of ECGC in export risk management. Banking procedure, Procedure for realization of export incentives, Main export incentives available to Indian exporters.

UNIT-4 : IMPORT MANAGEMENT & DOCUMENTATION

Procurement planning, Identification, selection of suppliers. Purchase contract, terms of payments. Import policies. Role of a customs house agent and freight forward agents. Type of customs duties, valuation rules. Customs Act. Ware housing, Tariffs, Refund and Recoveries of customs, Rebates and Special facilities. Quality Systems – ISO 9000 series, Patenting, Project, Import and Export (Contract, Trunkey, Civil Construction, Services), EPZs & SEZs. Provisions and restrictions for import and export in India.

UNIT 5: RECENT TRENDS IN EXPORT AND IMPORT MANAGEMENT

EXIM Policy, foreign trade logistics and supply chain management, Foreign Trade Policy. Export Import Policy of India; its Meaning; General Objectives; Highlight and Implication of Export-Import Policy

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.



MBA SYLLABUS – 2023-24
MBA – Shipping and Logistics Management

PROGRAM	MBA-Shipping and Logistics management								
Course Code : CDOEMB303D	Course Name : PORT AGENCY OPERATIONS	L 3	T 0	P 0	C 3				
Year and Semester	II (III Semester)								
Course category	Core								
Course Objective	<ol style="list-style-type: none"> To understand the classification of cargoes To understand the concept of port agency To learn the functions of port management To study about the ship chartering and voyage estimation To understand the legal functions of port agents in port operations 								
Course Outcome	On successful completion of the course, the students will be able to								
	CO	Course Outcome							BTI
	CO1	Explain the classification of cargoes and ships							K2
	CO2	Identify the concepts of port agency							K3
	CO3	Explain the commercial aspects of port management							K2
	CO4	Examine the ship chartering and voyage estimation							K4
	CO5	Explain the legal aspects of port agency.							K2
	CO6	Identify the importance of port agency operations							K3
Pos/COs	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	
CO1	2	2	2	-	-	-	2	2	
CO2	2	2	2	-	-	-	2	2	
CO3	2	-	2	-	-	2	2	2	
CO4	2	2	2	-	-	2	2	2	
CO5	2	2	2	-	-	2	3	2	
CO6	3	3	2	-	-	2	2	2	
Average	2.2	2.2	2.0	-	-	2.0	2.2	2.0	
Correlation Levels	1. Slight (Low)		2. Moderate (Medium)			3.Substantial (High)			



UNIT 1 : CLASSIFICATION OF CARGOES & SHIPS

Dry Bulk Cargoes, Liquid Bulk Cargoes, General Merchandise, Unitization of Cargoes, Containerization of Cargoes-Types of Containers. **Classification of Ships:** Bulk Carriers-Handy, Handy max, Panamax, Supramax, Cape Size; Tankers-LR, MR, VLCC, ULCC, Aframax, Suezmax; Container Ships, Trade Routes.

UNIT 2 : PORT AGENCY

Role of Ports in the economic development of the region, Concept of Hinterland, features of a Port, Services offered by Port Agents, Charterer's Agents, Organization of Port Agency. Salient features of General Agency Agreement, Preparation of Statement of Facts, Laytime Calculation.

UNIT 3 : COMMERCIAL ASPECTS OF PORT MANAGEMENT

Study of Port Tariff, Preparation of Proforma Marine Disbursement. Need for using a multimodal transport, Concept of Port Connectivity, Role of ICD & CFS, FTWZ, SEZ.

UNIT 4 : SHIP CHARTERING AND VOYAGE ESTIMATION

Voyage Charter, Time Charter, Bareboat-cum-demise Charter, Contract of affreightment, Definition of a Tramp Voyage, Costs & Revenues of a typical voyage, Voyage Estimate exercise.

UNIT 5 : LEGAL ASPECTS OF PORT AGENCY

Definition of a Carrier, Carrier's liability, COGSA, Hague Rules, Hague-Visby Rules, Hamburg Rules, Rotterdam Rules, Concept of Maritime Adventure, General Average sacrifice, Particular average, Average Adjustment process. Freight, Liens, Cesser Clause, Demurrage and Damages for Detention, Notice of Readiness, Port and Berth Charter parties, Hire / Off-hire, Anti-technicality clause, Delivery / Redelivery, Final voyage

TEXT BOOKS :

1. Elements of shipping, Alan Branch, Publisher: Sterling/ Routledge
2. Business & Law for the Shipmaster, F.N.Hopkins, Publisher: Brown, Son & Ferguson Ltd
3. Commercial Shipping Handbook, Peter Brodie, Publisher: Lloyd's of London Press

REFERENCE:

1. Ship broking and Chartering Practice, Ihre.R&Gordon.L, Publisher: Lloyd's of London Press
2. Maritime Economics, Martin Stopford, Publisher: Routledge



MBA – Shipping and Logistics Management

PROGRAM	MBA-Shipping and Logistics management									
Course Code : CDOEMB304D	Course Name : SUPPLY CHAIN AND MATERIALS MANAGEMENT				L	T	P	C		
					3	0	0	3		
Year and Semester	II (III Semester)									
Course category	Core									
Course Objective	<ol style="list-style-type: none"> To learn the basics of logistics and supply chain management To understand distribution channels and logistics outsourcing To know the performance of supply chain operations. To understand the role of Materials management To learn recent trends in supply chain and Materials management. 									
Course Outcome	On successful completion of the course, the students will be able to									
	CO	Course Outcome								BTL
	CO1	Identify the nature important of logistics and supply chain concepts								K3
	CO2	Explain the need and role of distribution and outsourcing								K2
	CO3	Examine the need for supply chain performance								K3
	CO4	Determine the importance of material management								K4
	CO5	Examine the recent trends in supply chain and materials management								K4
	CO6	Apply concepts of supply chain and Materials management in organisations								K3
Pos/COs	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8		
CO1	2	2	2	-	-	-	2	2		
CO2	2	2	2	-	-	-	2	2		
CO3	2	-	2	-	-	2	2	2		
CO4	2	2	2	-	-	2	2	2		
CO5	2	2	2	-	-	2	3	2		
CO6	3	3	2	-	-	2	2	2		
Average	2.2	2.2	2.0	-	-	2.0	2.2	2.0		
Correlation Levels	1. Slight (Low)			2. Moderate (Medium)			3.Substantial (High)			



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MBA SYLLABUS – 2023-24

MBA – Shipping and Logistics Management

UNIT-1: LOGISTICS AND SUPPLY CHAIN CONCEPTS

Logistics and Supply Chain – Fundamentals –Evolution- Role in Economy - Importance - Decision Phases - Supplier-Manufacturer-Customer chain. - Enablers/ Drivers of Supply Chain Performance. Supply chain strategy – Reverse logistics - Integrated supply chains design - Customer relationship process - Order fulfilment process –Supplier relationship process - Supply chain strategies - Strategic focus - Mass customization - Lean supply chains -Outsourcing and offshoring-Virtual supply chains.

UNIT-2: DISTRIBUTION CHANNELS AND OUTSOURCING LOGISTICS

Distribution channel structure - channel members, channel strategy, role of logistics and support in distribution channels. Logistics requirements of channel members. Logistics outsourcing – catalysts, benefits, value proposition. Third and fourth party logistics. Selection of service provider.

UNIT-3: MATERIALS MANAGEMENT

Introduction: Meaning and Scope, Objectives and Significance of Materials Management, Material Management in Other Areas of Management Functions.

UNIT-4: PURCHASE MANAGEMENT

Purchasing Management: Objectives and Functions of Purchasing Department, Purchase Policy and Procedure, Negotiations, Purchase of High Capital Equipment and their Feasibilities. Supply Chain Management, Implementation of Supply Chain Principles within a Company.

Suppliers Selection, Vendor Rating and Vendor Rating Techniques, Vendors Development and Vendors' Relationship.

UNIT-5: RECENT TRENDS IN SUPPLY CHAIN AND MATERIALS MANAGEMENT

Usage of IT applications - E commerce – Last mile delivery - Automatic vehicle location systems, Geographic information Systems – Block chain and supply chain – Cloud Computing and supply chain management.

TEXT BOOKS :

Text Book of Logistics and Supply Chain Management, D.K.Agrawal



MBA SYLLABUS – 2023-24
MBA – Shipping and Logistics Management

PROGRAM	MBA (Shipping & Logistics Management)							
Course Code : CDOEMB305D	Course Name : E-Commerce				L	T	P	C
					3	0	0	3
Year and Semester	II (III Semester)							
Course category	Core							
Course Objective	<ol style="list-style-type: none"> To familiarize E-Commerce concepts; To assist the students in learning Consumer E-Commerce To know the fundamentals of Electronic Data Interchange. To recognize security issues in E-Commerce To understand the issues in e-commerce. 							
Course Outcome	On successful completion of the course, the students will be able to							
	O	Course Outcome						BTL
	O1	1. Examine the basic concepts of e-Commerce;						K4
	O2	2. Explain the Consumer E-Commerce;						K2
	O3	3. Identify the concepts of Electronics Data Interchange						K3
	O4	4. Determine the security issues in e-commerce						K4
	O5	5. Identify the issues in e-commerce						K3
	O6	Apply the E-commerce concepts in Business						K3
Pos/COs	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8
CO1	3	2	-	-	-	-	3	2
CO2	3	2	-	-	2	-	3	-
CO3	3	2	-	-	2	-	3	3
CO4	3	3	-	-	3	3	3	3
CO5	3	3	-	-	3	-	3	1
CO6	3	3	-	-	3	2	3	3
Average	3.0	2.5	-	-	2.6	2.5	3.0	2.4
Correlation Levels		1. Slight (Low)		2. Moderate (Medium)		3.Substantial (High)		



UNIT 1 E-COMMERCE AND ITS TECHNOLOGICAL ASPECTS

Overview of developments in Information Technology and Defining E-Commerce: The scope of E commerce, Electronic Market, Electronic Data Interchange, Internet Commerce, Benefits and limitations of E-Commerce, Produce a generic framework for E-Commerce, Architectural framework of Electronic Commerce, Web based E Commerce Architecture.

UNIT 2 CONSUMER ORIENTED E COMMERCE

E-Retailing: Traditional retailing and e retailing, Benefits of e retailing, Key success factors, Models of e retailing, Features of e retailing. E services: Categories of e-services, Web-enabled services, and matchmaking services, Information-selling on the web, e entertainment, Auctions and other specialized services. Business to Business Electronic Commerce

UNIT 3 ELECTRONIC DATA INTERCHANGE

Benefits of EDI, EDI technology, EDI standards, EDI communications, EDI Implementation, EDI Agreements, EDI Security. Electronic Payment Systems, Need of Electronic Payment System: Study and examine the use of Electronic Payment system and the protocols used, Study Electronic Fund Transfer and secure electronic transaction protocol for credit card payment. Digital economy: Identify the methods of payments on the net – Electronic Cash, cheques and credit cards on the Internet.

UNIT4 SECURITY IN E COMMERCE

Financial fraud – Phishing – Spamming – Malware - Bad bots - Distributed denial of service (DDoS) attacks - Fake return and refund fraud - Man-in-the-middle attacks - E-Commerce Security Solutions- Stronger passwords- Payment gateways- HTTPS-E-Commerce Security Best Practices

UNIT 5 ISSUES IN E COMMERCE

Understanding Ethical, Social and Political issues in E-Commerce: A model for Organizing the issues, Basic Ethical Concepts, Analyzing Ethical Dilemmas, Candidate Ethical principles Privacy and Information Rights: Information collected at E-Commerce Websites, The Concept of Privacy, Legal protections Intellectual Property Rights: Types of Intellectual Property protection, Governance.

TEXTBOOK:

1. Elias. M. Awad, " Electronic Commerce", Prentice-Hall of India Pvt Ltd.
2. RaviKalakota, Andrew B. Whinston, "Electronic Commerce-A Manager's guide", Addison-Wesley.

REFERENCE BOOK:

Efraim Turban, Jae Lee, David King, H.Michael Chung, “Electronic Commerce–A ManagerialPerspective”, Addison-Wesley.



MBA – Shipping and Logistics Management

PROGRAM	MBA-Shipping and Logistics management				
Course Code : CDOEMB306D	Course Name :	L	T	P	C
	SHIPPING FINANCE AND MARINE INSURANCE	3	0	0	3
Year and Semester	II (III Semester)				
Course category	Core				
Course Objective	<ol style="list-style-type: none"> 1. To learn the concepts of shipping finance 2. To understand the process of sale and purchase of ships 3. To study the cost aspects involved in owning ships 4. To know the general principles of marine insurance 5. To understand the role of protection and indemnity insurance 				
Course Outcome	On successful completion of the course, the students will be able to				
	CO	Course Outcome			BTL
	CO1	Identify the concepts of shipping finance			K3
	CO2	Examine the process of sale and purchase of ships			K4
	CO3	Determine the cost aspects of ship owning			K5
	CO4	Examine the principles of marine insurance			K4
	CO5	Explain the significance of P&I insurance			K4
	CO6	Apply the concepts of shipping finance and marine insurance			K3

Pos/COs	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8
CO1	2	2	-	-	-	2	2	2
CO2	2	2	-	-	-	3	2	2
CO3	-	2	-	-	-	-	2	2
CO4	2	2	-	2	-	-	2	2
CO5	2	2	-	2	2	2	2	2
CO6	3	3	-	2	2	2	2	3
Average	2.2	2.2	-	2.0	2.0	2.3	2.0	2.2
Correlation Levels	1. Slight (Low)		2. Moderate (Medium)		3.Substantial (High)			



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MBA SYLLABUS – 2023-24

MBA – Shipping and Logistics Management

UNIT 1: FINANCING OF SHIPPING BUSINESS

Appraising risk on shipping investment - Financing of Shipping Business: Equity and debt financing – International sources of finance- International equity and bond market- Mezzanine Financing. The ship mortgage – Financing of new building –. Derivatives in shipping finance – Forward Contracts - Swaps and Options

UNIT 2: SALE AND PURCHASE OF SHIPS

Sale and Purchase market- Purchase and Sale of second hand ships- Financing of secondhand ships - Analysis of standard Ship Sale & Purchase contracts – Role of ship sale brokers – case studies. Demolition market dynamics

UNIT 3: CAPITAL AND OPERATING COST OF SHIP OWNING

The economics of ship operation -Capital costs- CAPEX- voyage costs –operating costs – cost estimate summary

UNIT 3: GENERAL PRINCIPLES OF MARINE INSURANCE

Principles of Marine Insurance - Marine insurance market structure – Types of marine insurance covers – Mortgagee's indemnity insurance. Hull & Machinery - Cargo insurance - Institute cargo clauses – War and Strike clause – hull – cargo. Marine insurance claim process – Marine Insurance claim during General average situations - Case studies

UNIT 5: PROTECTION & INDEMNITY (P&I) INSURANCE

P&I clubs - Types of P&I covers available & their modes of operation – Shipowners' third party liability - collision liability, contact damage to the property, death and personal injury, pollution liability. Third party liability claims processing- Insurance cover for professional indemnity –case studies.

TEXT BOOKS :

1. Shipping Finance, Graham Burns and Stephenson Harwood, Publisher: Euromoney Books
2. Ship Finance: Credit expansion and the Boom Bust Cycle, Peter Stokes, Publisher: Lloyd's of London Press
3. Ship Sale and Purchase, Lain Goldrein QC and Paul Turner, Publisher: Lloyd's of London Press
4. Marine Insurance: Law and Practice - Francis D Rose., Publisher: Lloyd's of London Press

REFERENCE:

1. General Average : Law and Practice - Francis D Rose, Publisher: Lloyd's of London Press



MBA – Shipping and Logistics Management

PROGRAM	MBA-Shipping and Logistics management				
Course Code : CDOEMB307D	Course Name : INTERNATIONAL MARKETING	L 3	T 0	P 0	C 3
Year and Semester	II (III Semester)				
Course category	Core				
Course Objective	<ol style="list-style-type: none"> To learn the concepts of international marketing To know the environment related to international marketing To learn the aspects of international trade environment To understand the techniques of international market entry To learn the India's international policy 				
Course Outcome	On successful completion of the course, the students will be able to				
	CO	Course Outcome			BTL
	CO1	Identify the concepts of international marketing			K3
	CO2	Explain the environment related to international marketing			K5
	CO3	Examine the environment related to international trade			K4
	CO4	Explain the process of international market entry			K5
	CO5	Assess the India's international policy and the impact on economy			K5
	CO6	Apply the concepts of international marketing.			K3

Pos/ COs	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8
CO1	3	-	-	3	-	2	3	2
CO2	3	-	2	3	-	3	2	3
CO3	3	-	3	2	3	2	3	2
CO4	3	-	-	3	2	3	2	3
CO5	3	-	3	2	-	2	3	2
CO6	3	-	2	3	3	3	2	3
Average	3.0	-	2.5	2.7	2.7	2.5	2.5	2.5
Correlation Levels		1. Slight (Low)		2. Moderate (Medium)		3.Substantial (High)		



UNIT-1: INTRODUCTION TO INTERNATIONAL MARKETING

Introduction, Nature and Scope, Importance, Reasons for entering International Markets, Benefits of international marketing, International Marketing vs. Domestic Marketing, Potential advantages and disadvantages of entering International marketing.

UNIT-2: INTERNATIONAL MARKETING ENVIRONMENT

Micro environment, Political Environment, Political systems, legal and Regulatory Environment, Socio-cultural Environment, Economic Environment, Technological Environment, Challenges in Global Marketing.

UNIT-3: INTERNATIONAL TRADE ENVIRONMENT

Classical trade theories, modern trade theories, trade barriers, quotas, Implications of Tariffs, Types of Agreements, General Agreement on Tariffs and Trade (GATT), Functions and Objectives of WTO, Implication of WTO on International Marketing, India's Role in International Trade Theories.

UNIT-4: INTERNATIONAL MARKET ENTRY & MARKETING CHANNELS

Indirect Exporting, Domestic Purchasing, Direct Exporting, Foreign Manufacturing Strategies without Direct Investment, Foreign Manufacturing Strategies with Direct Investment. Entry Strategies of Indian Firms. Channels –Distribution Patterns, Factors effecting Choice of Channels, the Challenges in Managing an international Distribution Strategy, market surveys, marketing information system Advertising and Branding, Grey Market goods.

UNIT-5: India's International Policy and Impact on Economy

Government measures and export incentives, Exim policy, ECGC services, Role of Indian banks & F.I's,

Balance of trade/payments, Current stand on WTO, Services export from India, sourcing newly emerging democracies

Textbook:

1. Philip R.Cateora, John L. Graham, International Marketing 11/e, Tata McGraw – Hill co. Ltd., 2002
2. SakOnkvisit, John J.Shaw, International Marketing Analysis and Strategy, 3/e. Prentice-Hall of India Pvt. Ltd., 2000
3. K. Aswathappa, International Business, 5 th Edition, Tata Mc Graw Hill, New Delhi, 2012.
4. Rakesh Mohan Joshi, International Business, Oxford University Press, New Delhi, 2009.
5. Charles W.I. Hill and Arun Kumar Jain, International Business, 6th edition, Tata Mc Graw Hill, New Delhi



MBA SYLLABUS – 2023-24
MBA – Shipping and Logistics Management

PROGRAM	MBA-Shipping and Logistics management				
Course Code : CDOEMB308D	Course Name : CUSTOMER RELATIONSHIP MANAGEMENT	L	T	P	C
Year and Semester	II (III Semester)	3	0	0	3
Course category	Core				
Course Objective	<ol style="list-style-type: none"> To learn the fundamental concepts of CRM To know the different aspects of customer satisfaction To learn the aspects of service quality To understand the technological dimensions of CRM To learn the emerging perspectives of CRM 				
Course Outcome	On successful completion of the course, the students will be able to				
	CO	Course Outcome			BTL
	CO1	Identify the concepts of Customer Relationship Management			K3
	CO2	Explain the environment related to Customer Satisfaction			K5
	CO3	Examine the the concepts of Service Quality			K4
	CO4	Explain the process of technological dimensions of CRM			K5
	CO5	Assess the emerging perspectives of CRM			K5
	CO6	Apply the concepts of CRM.			K3

Pos/COs	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8
CO1	3	-	-	3	-	2	3	2
CO2	3	-	2	3	-	3	2	3
CO3	3	-	3	2	3	2	3	2
CO4	3	-	-	3	2	3	2	3
CO5	3	-	3	2	-	2	3	2
CO6	3	-	2	3	3	3	2	3
Average	3.0	-	2.5	2.7	2.7	2.5	2.5	2.5
Correlation Levels		1. Slight (Low)		2. Moderate (Medium)		3.Substantial (High)		



UNIT-1: CUSTOMER RELATIONSHIP MANAGEMENT FUNDAMENTALS

Theoretical perspectives of relationship, Evolution of relationship marketing, Stages of relationship, Issues of relationship, Purpose of relationship marketing, Approach towards marketing: A paradigm shift, Historical Perspectives, CRM Definitions, Emergence of CRM practice:, CRM cycle, Stakeholders in CRM, Significance of CRM, Types of CRM, Success Factors in CRM, CRM Comprehension, CRM Implementation .

UNIT-2: CUSTOMER SATISFACTION

Meaning, Definition, Significance of Customer Satisfaction, Components of Customer Satisfaction, Customer Satisfaction Models, Rationale of Customer Satisfaction, Measuring Customer Satisfaction, Customer satisfaction and marketing program evaluation, Customer Satisfaction Practices, Cases of Customer Satisfaction.

UNIT-3: SERVICE QUALITY

Concept of Quality, Meaning and Definition of Service Quality, Factors influencing customer expectation and perception, Types of Service Quality, Service Quality Dimensions, Service Quality Gaps, Measuring Service Quality, Service Quality measurement Scales.

UNIT-4: TECHNOLOGICAL DIMENSIONS OF CRM

Technology Dimensions - E-CRM in Business, CRM: A changing Perspective, Features of e-CRM, Advantages of e-CRM, Technologies of e-CRM, Voice Portals, Web Phones, BOTs, Virtual Customer Representative, Customer Relationship Portals, Functional Components of CRM, Database Management: Database Construction, Data Warehousing, architecture, Data Mining. Characteristics, Data Mining tools and techniques, Meaning, Significance, Advantages, Call Center, Multimedia Contact Center, Important CRM software.

UNIT-5: EMERGING PERSPECTIVES OF CRM

Emerging Perspectives: Employee-Organisation Relationship, Employee- Customer Linkage, Factors effecting employee's customer oriented behavior, Essentials of building employee relationship, Employee customer orientation, Service Failure, Service Recovery Management, Service Recovery Paradox, Customer Life time value, customer profitability, customer recall management, customer experience management, Rural CRM, Customer relationship management practices in retail industry, hospitality industry, banking industry, telecom industry, aviation industry.

Textbook:

1. Alok Kumar Rai : Customer Relationship Management: Concepts and Cases (Second Edition)
2. Simon Knox, Adrian Payne, Stan Maklan: Customer Relationship Management- Routledge Inc.
3. Bhasin- Customer Relationship Management (Wiley Dreamtech)
4. Dyche- Customer relationship management handbook prentice hall



MBA – Shipping and Logistics Management

PROGRAM	MBA-Shipping and Logistics management									
Course Code : CDOEMBE05D	Course Name : MERCHANT BANKING AND FINANCIALSERVICES					L	T	P	C	
						3	0	0	3	
Year and Semester	II (III Semester)									
Course category	Elective									
Course Objective	1. To understand the concepts of Merchant banking 2.To learn the SEBI guidelines 3.To understand the role of merchant banker 4.To know the feasibility study for a project 5.To understand the corporate advisory services									
Course Outcome	On successful completion of the course, the students will be able to									
	CO	Course Outcome							BTL	
	CO1	Identify the importance of merchant banking							K3	
	CO2	To study the regulations of the regulators							K5	
	CO3	To understand the activities performed by merchant banjers							K4	
	CO4	Explain the role of economic reforms in India							K5	
	CO5	Examine the other services offered by merchant bankers							K5	
	CO6	It makes the students to understand the operations of merchant banking							K3	
POs/ COs	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8		
CO1	2	3	-	2	-	3	2	3		
CO2	2	3	-	3	-	3	2	3		
CO3	3	3	-	2	-	2	3	2		
CO4	3	3	3	3	-	3	2	3		
CO5	2	2	3	3	-	2	3	3		
CO6	3	3	2	3	-	2	3	3		
Average	2.5	2.8	2.7	2.7	-	2.5	2.5	2.8		
Correlation Levels		1. Slight (Low)			2. Moderate (Medium)		3.Substantial (High)			



UNIT 1 : MERCHANT BANKING AND FINANCIAL SERVICES

Nature and scope of Merchant Banking - Regulation of Merchant Banking Activity - overview of current Indian Merchant Banking scene – the structure of Merchant Banking industry - primary Markets in India and Abroad - - Professional Ethics and code of conduct - current Development.

Financial Services Meaning and Definition, Role of Financial Services in a financial system.

UNIT 2 : REGULATION OF MERCHANT BANKING ACTIVITY

Guidelines of SEBI and Ministry of Finance, categorization of merchant bankers, Regulation under Companies Act 1956 and 2013, Listing guidelines of stock Exchange and Securities contracts Act, 1956. Relation with Stock Exchanges.

UNIT 3 : PUBLIC ISSUE MANAGEMENT IN MERCHANT BANKING

Meaning and types of issues, appointment and role of merchant banker in issue management, pre-issue & post-issue management activities performed by merchant banks, Issue Pricing, Book Building: Preparation of Prospectus, Selection of Bankers etc. Role of Registrars, Bankers to the Issue, Underwriters, Brokers, Advertising Strategies, NRI Marketing.

UNIT 4 : PROJECT PREPARATION AND APPRAISAL

Introduction, Project identification, Stages of selection, Project Feasibility study, Appraisal of Project: Financial appraisal, Technical appraisal, and Economical appraisal by merchant bankers.

UNIT 5 : OTHER SERVICES BY MERCHANT BANKERS

Management of debt – Factoring and Forfeiting, Placement and Distribution of various securities, Corporate advisory services in Mergers and Acquisitions, Venture capital, Loan syndication, investment advisory services, Credit rating, Joint Ventures.

TEXTBOOKS :

1. M.Y.Khan, Financial Services, Tata McGraw-Hill.
2. Nalini Prava Tripathy, Financial Services, PHI Learning.
3. H.R. Machiraju, Merchant Banking, New Age International Publishers

Reference:

1. Sri Ram k., “Hand Book of Leasing”, Hire Purchase and Factoring”, ICFAI,Hyderabad.
2. L. Natarajan, Merchant Banking and Financial Services, Margham publication.
3. S. Gurusamy, Merchant Banking and Financial Services, Star Books publication,Trivandrum



MBA SYLLABUS – 2023-24
MBA – Shipping and Logistics Management

PROGRAM	MBA-Shipping and Logistics Management				
Course Code : CDOEMBE06D	Course Name : CRUISE MANAGEMENT	L	T	P	C
		3	0	0	3
Year and Semester	II (III Semester)				
Course category	Elective				
Course Objective	<ol style="list-style-type: none"> To gain knowledge of the cruise liner industry To understand the maritime aspects of cruise shipping. To know the sales and marketing aspects of cruise tourism. To have an understanding of the human resource management aspects of cruise tourism. To get an idea of the port call management in cruise tourism. 				
Course Outcome	On successful completion of the course, the students will be able to				
	CO	Course Outcome		BTL	
	CO1	Identify the different aspects of the cruise liner industry.		K3	
	CO2	Explain the maritime aspects of cruise management.		K4	
	CO3	Explain the different features of cruise products and their marketing.		K2	
	CO4	Identify the human resource practices of cruise tourism.		K3	
	CO5	Examine the factors that make a port call successful for cruise operators		K4	
	CO6	Apply the management principles for the success of cruise operations.		K3	

POs/ COs	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8
CO1	2	-	-	-	-	-	2	2
CO2	2	-	-	-	-	-	3	2
CO3	2	-	2	-	2	3	2	2
CO4	2	-	-	-	-	-	2	3
CO5	2	2	3	-	2	2	3	3
CO6	3	3	2	-	2	3	3	3
Average	2.2	2.5	2.3	-	2.0	2.7	2.5	2.5
Correlation Levels	1. Slight (Low)		2. Moderate (Medium)		3.Substantial (High)			



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MBA SYLLABUS – 2023-24

MBA – Shipping and Logistics Management

UNIT-1: OVERVIEW OF CRUISE OPERATIONS

History of cruise liners - The elements of cruising - The cruise market – Current global and Indian cruise line operators- Acquisitions and mergers - Cruise brands - The economics of cruising – India’s policy for promotion of cruise tourism

UNIT-2: MARITIME ASPECTS OF CRUISE MANAGEMENT

Cruise ship’s position in the shipping industry - The legal environment - Ship nationality, registration, and flag – Ship specifications - Marine pollution - Safety of Life at Sea - Sanitation and cleanliness - Marine security - Cruise ships and the environment

UNIT-3: SALES AND MARKETING ASPECTS OF CRUISE MANAGEMENT

The Cruise market and products - Cruise operators and travel agents - Marketing actions and alliances - Loyalty schemes - Elements of a cruise product (Accommodation, Dining on board, Entertainment, Shore excursions) - Primary cruising regions: the Caribbean, Europe, and the Mediterranean, North America, Asia, Oceania, and the South Pacific.

UNIT-4: HUMAN RESOURCE ASPECTS OF CRUISE MANAGEMENT

The roles and responsibilities on a cruise ship - The shipboard culture: managing a multicultural crew - Working on board: practical considerations - Recruitment practices - The human side of service quality - Guest service systems for cruise companies - Orientation for guest service.

UNIT-5: PORT CALLS AND DESTINATION MANAGEMENT ASPECTS

Factors determining a port ideal for cruise vessel calls - Logistics, positioning, and planning aspects of port calls - Tourist motivations – Economic aspects of Fly Cruise packages – Managing Shore excursions.

TEXT BOOKS :

1. Cruise Operations Management, Philip Gibson and Richard Parkman, Publisher: Routledge, 2019.
2. Cruise Management - Information and Decision Support Systems, Alexis Papathanassis / Michael H. Breitner
3. Cornelia Schoen / Nadine Guhr (Eds.), Publisher: Gabler Verlag | Springer Fachmedien Wiesbaden GmbH, 2012



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MBA SYLLABUS – 2023-24

MBA – Shipping and Logistics Management

MBA - Semester: 4



MBA – Shipping and Logistics Management

PROGRAM	MBA-Shipping and Logistics management								
Course Code : CDOEMB401D	Course Name : ENTREPRENEURSHIP DEVELOPMENT	L	T	P	C				
		3	1	0	4				
Year and Semester	II (IV Semester)								
Course category	Core								
Course Objective	To learn about the basics of entrepreneurship To understand the problems of entrepreneurship To study the application of project management in business To learn the basic idea on the assistance available to entrepreneurship To know the marketing channels.								
Course Outcome	On successful completion of the course, the students will be able to								
	CO	Course Outcome						BTL	
	CO1	Identify the basic concepts of entrepreneurship						K3	
	CO2	Identify the hurdles in entrepreneurship						K3	
	CO3	Explain the general principles of project management						K5	
	CO4	Examine the financial assistance available to entrepreneurs						K4	
	CO5	Assess the different marketing channels						K5	
	CO6	Apply the nuances in business to become a successful entrepreneur						K3	
	POs/COs	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8
	CO1	2	-	2	2	-	2	2	2
	CO2	2	-	2	2	-	2	2	2
	CO3	2	2	2	2	2	2	2	2
	CO4	2	3	2	2	2	2	2	2
	CO5	2	2	2	2	3	3	3	2
	CO6	3	2	3	3	3	2	2	3
	Average	2.2	2.3	2.2	2.2	2.5	2.2	2.2	2.2
	Correlation Levels	1. Slight (Low)			2. Moderate (Medium)		3.Substantial (High)		



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MBA SYLLABUS – 2023-24

MBA – Shipping and Logistics Management

UNIT-1: EVOLUTION OF ENTREPRENEURSHIP

Meaning and Importance - Evolution of term 'Entrepreneurship' - Factors influencing entrepreneurship' Characteristics of an entrepreneur - Types of entrepreneur - New generations of entrepreneurship viz. social entrepreneurship, Edupreneurship, Health entrepreneurship, Tourism entrepreneurship, Women entrepreneurship etc. - Barriers to entrepreneurship –case studies

UNIT-2: SETTING UP A SMALL INDUSTRY & PROBLEMS OF ENTREPRENEURSHIP

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.

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- case studies

UNIT-4: ASSISTANCE TO ENTREPRENEURSHIP

Assistance to entrepreneurs- New Ventures - Industrial Park (Meaning, features, & examples) - Special Economic Zone (Meaning, features & examples) - Financial assistance by different agencies - Financial assistance to MSME- SSI- National Small Industries Corporation (NSIC) - Modernisation assistance to small scale unit - The Small Industries Development Bank of India(SIDBI) . Export oriented units -Incentives and facilities to exports entrepreneurs - Export-Import Bank of India

UNIT-5: MARKETING CHANNEL

Methods of Marketing, Marketing Channels, Marketing Institutions and Assistance, Setting Quality Standards- case studies. Purposeful innovation-unexpected success/failure, Principles of purposeful innovation Incubation Centres-meaning, services and role of incubation centres, study of incubation centres in INDIA.

TEXT BOOKS :

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

REFERENCES:

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



MBA SYLLABUS – 2023-24
MBA – Shipping and Logistics Management

PROGRAM	MBA-Shipping and Logistics management				
Course Code : CDOEMB402D	Course Name : BUSINESS TO BUSINESS MARKETING	L 3	T 1	P 0	C 3
Year and Semester	II (IV Semester)				
Course category	Core				
Course Objective	<ol style="list-style-type: none"> To learn the concept of B2B Marketing To understand the organization's buying process To study the challenges of market segmentation To learn about the distribution channel and the cost components. To study the effectiveness of advertising and sales people . 				
Course Outcome	On successful completion of the course, the students will be able to				
	CO	Course Outcome			BTL
	CO1	Illustrate the applications, challenges, and the dynamic environment of B2B marketing, including the unique nature of organizational buying behavior			K3
	CO2	Explain the influences of the purchase decision process			K5
	CO3	Examine the importance of positioning the industrial products			K4
	CO4	Explain the price components involved in the distribution channel			K5
	CO5	Explain the promotional activities and the training needed of the sales force.			K5
	CO6	Design an integrated marketing communications plan for promoting B2B products or services.			K3

Pos/ COs	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8
CO1	2	2	2	2	2	2	2	2
CO2	2	2	2	2	2	2	2	2
CO3	2	2	2	2	2	2	2	2
CO4	2	2	2	2	2	2	2	2
CO5	2	2	2	2	2	2	2	2
CO6	2	2	2	2	2	2	2	2
Average	2.0	2.0	2.0	2.0	2.0	2.0	2.0	2.0
Correlation Levels	1. Slight (Low)			2. Moderate (Medium)		3.Substantial (High)		



UNIT 1: INTRODUCTION TO Business to Business Marketing

The B2B Marketing system and the concept, Industrial goods demand and product characteristics market levels and product types, the industrial customer, buyer motives business and institutional buyers.

UNIT 2: ORGANISATIONAL BUYING

BUYGRID MODEL, phases in purchasing decision process & their marketing implications, Buying centres, value analysis & vendor analysis.

UNIT-3: IB2B MARKET SEGMENTATION

Bases for Segmenting Business Market-macro and micro variables. Targeting the industrial product, positioning the industrial product. Industrial product life cycle, product mix, Service component—The provision of parts, technical assistance, terms of sales.

UNIT-4: THE DISTRIBUTION CHANNEL COMPONENT

Industrial distributors, Formulation of channel strategy-conditions influencing channel structure. Brief introduction to Marketing Logistics. The price component - conditions affecting price competition, cost factor, the nature of demand, and pricing policies.

UNIT-5: PROMOTIONAL COMPONENTS

Advertising functions-establishing recognition, supporting and motivating salesmen and distributors measurement of advertising effectiveness. Personal selling-Personnel profiles selection and training, supervisions compensation sales promotion and public relations-Trade shows and exhibits, promotional novelties.

Textbooks :

- Alexander, R.S. Cross, J.S. & Hill, M.: Industrial Marketing, Richard Irwin, Homewood, Illincies.
- Reeder & Reeder : Industrial Marketing, Prentike Hall, India

Reference Books:

- Cox. F. (Jr.) : Industrial Marketing Research, John-Willey & Sons, New York
- Fisher, L. : Industrial Marketing, Business Books



MBA SYLLABUS – 2023-24
MBA – Shipping and Logistics Management

PROGRAM	MBA-Shipping and Logistics management				
Course Code : CDOEMBE07D	Course Name : SALES AND RETAIL MANAGEMENT	L	T	P	C
		3	0	0	3
Year and Semester	II (IV Semester)				
Course category	Elective				
Course Objective	<ol style="list-style-type: none"> To learn about the sales theories and salesmanship To understand the negotiation techniques to be followed To motivate the salespeople To learn the role of the retail model and process. To study the various retail operation 				
Course Outcome	On successful completion of the course, the students will be able to				
	CO	Course Outcome		BTL	
	CO1	Clarify the concept and related terms in retailing.		K3	
	CO2	Identify the negotiation strategies		K5	
	CO3	Examine the importance of sales force compensation		K4	
	CO4	Understand various formats of retail in the industry.		K5	
	CO5	Explain the multi facilities needed to operate retail store		K5	
	CO6	Recognize and understand the operations-oriented policies, methods, and procedures used by the retailers		K3	

Pos/ COs	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8
CO1	2	2	2	2	2	2	2	2
CO2	2	2	2	2	2	2	2	2
CO3	2	2	2	2	2	2	2	2
CO4	2	2	2	2	2	2	2	2
CO5	2	2	2	2	2	2	2	2
CO6	2	2	2	2	2	2	2	2
Average	2.0	2.0	2.0	2.0	2.0	2.0	2.0	2.0
Correlation Levels	1. Slight (Low)		2. Moderate (Medium)		3.Substantial (High)			



UNIT-1 INTRODUCTION TO SALES

Role of Selling in Marketing – Personal Selling, Salesmanship and Sales Manager, Types of Sales Personnel, Theories of Selling, Sales Management.

UNIT 2: NEGOTIATION AND BARGAINING

Negotiation Strategies – Conflicts and Dispute resolution, Negotiation and Discussion Stages, Ethics in Sales, Influencing and Assertiveness Skills, Spotting the signs, The Bargaining and Closing Stage.

UNIT-3: SALES FORCE MOTIVATION

Designing and Administrating Sales Force, Sales Force Compensation, Designing Incentives and Contests, Sales Forecasting, Sales Budget, Sales Quota, Sales Territory, Sales Force Productivity, Sales Force Appraisal.

UNIT-4: INTRODUCTION TO RETAILING

Introduction to Retailing – Growing Importance of Retailing, Factors Influencing Retailing, Strategic Retail Planning Process, Retail Organization, Retail Models, Modern Retail Format in India, Retailing in Rural India.

UNIT-5: RETAIL STORES OPERATIONS IN INDIA

Setting up Retail Organization, Retail Location Research and Techniques, Trade Area Analysis, Store Layout,

Objectives of Good Stores Design, Controlling Costs and Reducing inventory loss, Responsibilities of Stores Manager, Coding System, Logistics and Information System, Strategies, Retail Techniques & Promotion, CRM.

Textbooks :

1. Still , Cundiff & Govani Sales management & Cases
2. McMurry & Arnold How to build a dynamic Sales Organisation
3. Berman, Barry and Joel Evans Retail Management
4. Cooper, J. Strategy planning in Logistics and Transportation

Reference Books:

1. Pradhan , Jakate & Mali Elements of Salesmanship and Publicity
2. Anderson R Professional Sales Management
3. Cox, Roger and Paul Brittain Retail Management
4. Levy & Weitz Retailing Management



MBA – Shipping and Logistics Management

PROGRAM	MBA-Shipping and Logistics management				
Course Code : CDOEMBE08D	Course Name: STRATEGIC MANAGEMENT	L	T	P	C
		3	0	0	3
Year and Semester	II (IV Semester)				
Course category	Elective				
Course Objective	1. To impart concepts of Strategic Management 2. To understand the Business decision making by strategic plan 3. To gain knowledge about the vision mission of the organisation 4. To understand and apply external environment in Business 5. To interpret the economic strategic options and choices				
Course Outcome	On successful completion of the course, the students will be able to				
	CO	Course Outcome			BTL
	CO1	Explain the basic concepts Strategic management			K5
	CO2	Assess the different objectives,vision and long term plan			K5
	CO3	Identify the internal and external environment in business			K3
	CO4	Examine the implementation of plan			K4
	CO5	Explain the issues related in business environment			K5
	CO6	Apply the strategies to resolve the issues.			K3

Pos/ COs	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8
CO1	2	-	-	-	-	2	2	2
CO2	2	-	-	-	-	2	2	2
CO3	2	-	-	-	2	2	-	2
CO4	2	2	-	-	2	2	2	2
CO5	2	-	-	-	2	2	-	2
CO6	3	2	-	3	2	2	2	2
Average	2.2	2.0	-	3.0	2.0	2.0	2.0	2.0
Correlation Levels	1. Slight (Low)		2. Moderate (Medium)		3.Substantial (High)			



MBA – Shipping and Logistics Management

UNIT-1: BASIC CONCEPTS OF STRATEGIC MANAGEMENT

12 Hrs

Meaning of strategy and strategic management; Strategic Management Model; Characteristics of strategic management; Formality in strategic management.- Mission and mission statement; Vision; Strategic intent; Strategic objective vs. Financial objective; Policies; Long term and short term objectives.

UNIT-2: External Environment

12 Hrs

PEST analysis - political, legal, economic, socio-cultural, technological, ecological, and international environment analysis framework (individualism vs. collectivism, totalitarian system vs. democracy, common law vs. civil law system; Determinants of culture; State of technological stage; Impact of ecological and international factors); Industry and competitive analysis - Porter's five force model; Strategic group mapping; Monitoring competition.

UNIT-3: Strategic Options and Choice Techniques

12 Hrs

Porter's five generic strategies, Grand Strategies (concentration, market development, product development, innovation, vertical and horizontal integration, concentric and conglomerate diversification, retrenchment/turnaround, divesture, liquidation, bankruptcy, joint venture, and strategic alliance); Corporate level analytical tools - BCG and GE nine cell matrices; Business level analytical tools - grand strategy selection matrix and grand strategy cluster

UNIT-4: FORMULATION AND IMPLEMENTATION

12Hrs

Matching existing organizational structure, leadership, and organizational culture with newly chosen strategy.- Functional plan - finance, marketing, HR, R & D, production operations, MIS, and general management work plan.

UNIT-5:STRATEGIC EVALUATION AND CONTROL

12Hrs

Difference between strategic and operational control; Strategic control tools - premise control, strategic surveillance, implementation control, and special alert.

Total – 60 Hrs

TEXT BOOKS :

- Pearce, J. A., Robinson, R. B. and Mital, *Strategic Management: Formulation, Implementation, and Control*, Tata McGraw Hill, New Delhi.
- Hitt, M. A., Ireland, R. D., Hoskisson, R. E. and Manikutty, S. *Strategic Management: A South-Asian Perspective*. Cengage Learning, New Delhi

REFERENCE

- Dess, G. G., Lumpkin. G. T. and Eisner, A. B. *Strategic Management: Text and Cases*. Tata McGraw Hill, New Delhi.
- Thomson, A., and Strickland, *Strategic Management*, Tata McGraw Hill, New Delhi.
- Relevant journal articles and cases.



MBA – Shipping and Logistics Management

PROGRAM	MBA -Shipping and Logistics Management				
Course Code : CDOEMB403D	Course Name : SHIPPING AND LOGISTICS PROJECT	L 0	T 0	P 10	C 5
Year and Semester	II (IV Semester)				
Course category	Core				
Course Objective	<ol style="list-style-type: none"> To understand the preparation of project proposal To identify an appropriate research methodology and the related literature review To understand the effective preparation of research instrument To learn the process of data collection and analysis To prepare the report based on research findings 				
Course Outcome	On successful completion of the course, the students will be able to				
	CO	Course Outcome		BTL	
	CO1	Identify the ways of preparing the project proposal		K3	
	CO2	Examine the relevant research methodology based on literature review		K4	
	CO3	Identify the research instruments for the research problem		K3	
	CO4	Explain the ways of data collection and data analytical techniques		K5	
	CO5	Determine the project report which fulfills project objectives		K5	
CO6	Apply the concepts of project appraisal and execution		K3		

Pos/ COs	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8
CO1	3	3	3	3	3	3	3	3
CO2	3	3	3	3	3	3	3	3
CO3	3	3	-	3	-	-	3	3
CO4	3	3	-	3	-	-	3	3
CO5	3	3	3	3	3	3	3	3
CO6	3	3	3	3	3	3	3	3
Average	3.0	3.0	3.0	3.0	3.0	3.0	3.0	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)
- Reference material-appendices, glossary, references, bibliography.



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

Programme Project Report (PPR)


Bachelor of Business Administration (BBA)



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

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 - VI. Procedure for admissions, curriculum transaction and evaluation
 - VII. Requirement of the laboratory support and Library Resources
 - VIII. Cost estimate of the programme and the provisions
 - IX. Quality assurance mechanism and expected programme outcomes
4. Annexure - Detailed Syllabi



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ABOUT AMET DEEMED TO BE UNIVERSITY

The Academy of Maritime Education and Training (AMET) was established in the year 1993 at Chennai and elevated as a Deemed to be University during 2007.

AMET is the India's first Maritime Deemed to be University for maritime related education, training and research. During these three decades of journey, AMET has become as a "Global Maritime Knowledge Hub" which is suitably recognized by both National and International Authorities.


- AMET is ranked as one among the TOP 3 Maritime Universities of the World in the PIMET ranking by the International Association of Maritime Universities (IAMU).
- The Directorate General of Shipping (DGS), Ministry of Shipping, Government of India has accredited AMET with Grade A1 (Outstanding) for the past five consecutive terms through its Comprehensive Inspection Programme.
- In addition, the National Assessment and Accreditation Council (NAAC) of India have accredited AMET with A Grade and National Board of Accreditation has accredited selected Engineering and Management Programmes.
- AMET is also ranked high both in ARIIA and NIRF Ranking by the Government of India.
- The University is recognized as a Scientific and Industrial Research Organization (SIRO) by the Department of Scientific and Industrial Research (DSIR) Government of India.
- The University is offering joint degrees with world renowned Universities such as James Cook University, Australia, Edge Hill University, United Kingdom etc.
- Through specific MoUs with major shipping companies like AP Moller Maersk and V-Ships, AMET is providing appointment orders along with admission to meritorious students.
- Around 20,000 of our passed out graduates occupy exalted positions in Shipping Companies, globally and proudly sail all over the world spreading the message of the quality education imparted at AMET which made them to occupy such coveted ranks in Shipping Companies in India and abroad.
- AMET secured its compliance certificate for ISO 9001:2015 QMS standards from the prestigious and globally renowned DET NORSKE VERITAS, Norway.
- AMET serves as an ocean of knowledge for over 3500 students pursuing Programmes ranging from Diploma to Doctoral programs through Faculty of


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Maritime Studies, Faculty of Engineering and Technology, Faculty of Advanced Computing Science, Faculty of Management Studies, Faculty of Commerce, Faculty of Life Sciences, Faculty of Liberal Arts, Faculty of Science and Humanities, related to marine and general sector programmes.

- For over two decades AMET is remaining as the favorite destination for campus interviews by many shipping giants such as AP MOLLER MAERSK, GOODWOOD, NYK, SONANGOL, VSHIPS, WALLEMS, SHELL, CHEVRON, STENA and so goes a list of over 100 companies.
- AMET has been recognized as a premier institution for marine and marine related jobs and has earned a position as a trustworthy consultants for research and development projects wherein the investment are worth to the tune of several crores of rupees.
- 21st August 2023 marks a another mile stone in the history AMET as the first batch of 80 cadets for BSc Nautical Science and BE Marine Engineering walked into the sprawling Maersk center of excellence established by AMET
- The Mearsk centre of excellence has been established exclusively to train the cadets selected for A.P.Moller Maersk. The cadets will be trained under the nautical and engineering streams and will be awarded degree in B.Sc Nautical Science and BE Marine Engineering. The exclusive campus hosts a plethora of electrical and electronic laboratories, workshops, communication labs, safety lab, seamanship lab, simulators, facility to scale up to adopt augmented and virtual reality and a canal to practice boat rowing and operation of life boats.

AMET has a very ambitious vision 2025 plan wherein it aims to be a one stop solution for all marine related activities happening around the world and has clearly charted out an action plan to gauge its growth towards its 2025 milestone. The dogged perseverance of AMET's unmatched faculty gears up the student to meet the challenges of their life and career with tenacity of mind, endeavor to face them and emerge victorious. With a synergistic attitude prevailing among management, staff and student, AMET is all set to achieve and sustain a status par excellence.


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PREAMBLE

1. PRELIMINARY DEFINITIONS AND NOMENCLATURE


In these Regulations, unless the context otherwise requires

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- i. **“Programme”** means Under-graduate Degree Programme offered under Open and Distance (ODL) and Online Learning (OL).
- ii. **“Course”** means a Theory/Project work and any other subject that is normally studied in a semester.
- iii. **“Institution”** means Academy of Maritime Education and Training (AMET) Deemed to be University
- iv. **“Academic Council”** means the Academic Council, which is the apex body on all academic matters of Academy of Maritime Education and Training (AMET) Deemed to be University
- v. **“Dean (Academic Affairs)”** means Dean (Academic Affairs) of Academy of Maritime Education and Training (AMET) Deemed to be University, which administers academic matters.
- vi. **“Dean (Student Affairs)”** means Dean (Student Affairs) of Academy of Maritime Education and Training (AMET) Deemed to be University, who looks after the welfare and discipline of the students.
- vii. **“Controller of Examinations”** means the Controller of Examinations of Academy of Maritime Education and Training (AMET) Deemed to be University, who is responsible for the conduct of examinations and declaration of results.
- viii. **“Director”** means the Director of the Centre for Online and Distance Learning (CODE), CODE is a part of AMET. AMET credentials – 30 years in existence.
- ix. **“Open and Distance Learning”** means a mode of providing flexible learning opportunities by overcoming the separation of teacher and learner using a variety of media, including print, electronic, online and occasional interactive F-2-F (face-to-face meetings) with the learners or Learner Support Services to deliver teaching-learning experiences, including practical or work experiences.


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- x. **“Online Learning”** means a mode of providing flexible learning opportunities by overcoming the separation of teacher and learner using the internet, e-learning materials and full-fledged programme delivery through the internet using technology-assisted mechanism and resources.
- xi. **“Self-Learning e-Module (SLM) for Online mode”** means a modular unit of course material in e-learning form which is inter alia of course material in e-learning form which is inter alia self-explanatory, self-contained, self-directed at the learner, and amenable to self-evaluation, and enables the learner to acquire the prescribed level of learning in a course of study and includes contents in the form of a combination of the following e-Learning content, namely
- e-Text Materials
 - Audio Podcasts
 - Video Lectures
 - Audio-Visual interactive material
 - Virtual Classroom Zoom/Team/WebEx/Google Class Room sessions
 - Virtual Simulation labs and
 - Self-Assessment Quizzes or Tests;
- xii. **Self-Learning Material (SLM) for Open and Distance Learning mode”** means and includes contents in the form of course material, whether print or in e-form, which is inter-alia self-explanatory, self-contained, self-directed at the learner, and amenable to self-evaluation, and enables the learner to acquire the prescribed level of learning in a course of study, but does not include text-books or guide-books.


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CONTENTS OF PROGRAMME PROJECT REPORT (PPR)

I. Programme's Mission and Objectives:

Bachelor in Business Administration or BBA is an ideal course for individuals who have a knack for business, management or entrepreneurship.

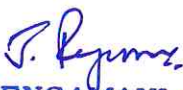
Moreover, students who have an interest in subjects like accounting, marketing, finance, etc can also take up BBA courses. A BBA degree course allows students the necessary knowledge and skills to excel in managerial and entrepreneurial positions. BBA is also suitable for students who are planning to pursue an MBA in post-graduation.

The following are the various elective domain specialization offered in BBA:

- Shipping
- Human Resource Management
- Finance
- Marketing
- Supply Chain Management

A Bachelor of Business Administration (BBA) programme with different domain specialisations including shipping focuses on preparing students for careers in the general business and maritime & shipping industry. This programme typically covers a wide range of topics related to shipping, logistics, marketing, human resource management, finance and supply chain management. Here are some programme highlights you can expect:

1. Core Business Education: BBA programs, including those specializing in shipping, provide a solid foundation in business administration. Students will study subjects such as marketing, finance, management, accounting, and economics.
2. Specialized Shipping Courses: In addition to core business courses, BBA shipping programs offer specialized courses tailored to the maritime and shipping industry. These may include subjects like maritime law, international trade, maritime economics, maritime logistics, and port management.


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3. **Hands-On Experience:** Many programs incorporate hands-on experiences through internships, co-op programs, or practical projects related to the shipping industry. These opportunities provide students with real-world exposure to the field.
4. **Industry-Relevant Faculty:** Many BBA shipping programs have faculty members with extensive experience in the maritime industry, which helps students gain insights into current industry practices and challenges.
5. **Global Perspective:** Given the international nature of the shipping industry, BBA programs often emphasize global business and trade, helping students understand the complexities of international shipping and logistics.
6. **Case Studies:** BBA programs in shipping may include case studies and simulations based on real-world shipping scenarios to help students develop problem-solving skills and industry-specific knowledge.
7. **Networking Opportunities:** Students often have the chance to network with industry professionals, attend conferences, and participate in industry-related events. This networking can be valuable for future job opportunities.
8. **Research and Innovation:** Some programs encourage students to engage in research projects related to shipping and logistics, fostering innovation and problem-solving within the industry.
9. **Soft Skills Development:** Effective communication, leadership, and teamwork are essential skills in the maritime industry. BBA programs typically include coursework and activities that enhance these skills.
10. **Career Development Support:** Many programs offer career development services, including job placement assistance, resume workshops, and interview preparation, to help students secure positions in the shipping and maritime industry.
11. **Sustainability and Environmental Considerations:** With a growing emphasis on environmental sustainability in shipping, some programs may include coursework on environmental regulations, green shipping practices, and sustainability in the maritime sector.
12. **Safety and Security:** Given the importance of safety and security in the shipping industry, programs may cover topics related to maritime safety, security regulations, and risk management.



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It's important to research specific BBA shipping programs to understand their unique offerings and whether they align with your career goals and interests. Additionally, consider factors like program accreditation, location, and available resources when choosing the right program for you.

II. Relevance of the program with HEI's mission and goals:

A Bachelor of Business Administration (BBA) degree offers a diverse range of career opportunities, especially when combined with specialized knowledge in elective domain specializations. Here's a breakdown of potential career paths for BBA graduates in specific areas of focus:

1. Shipping:


- **Shipping Manager:** Oversee and coordinate shipping activities, ensuring timely and cost-effective transportation of goods.
- **Marine Operations Coordinator:** Manage vessel schedules, cargo loading, and unloading activities in ports.
- **Logistics Analyst:** Analyze shipping data to optimize routes, reduce costs, and improve overall logistics efficiency.

2. Human Resource Management:

- **HR Manager:** Plan and coordinate HR activities, including recruitment, training, employee relations, and performance management.
- **Talent Acquisition Specialist:** Focus on recruiting top talent for organizations, utilizing various sourcing strategies and recruitment techniques.
- **Employee Relations Consultant:** Mediate disputes, handle grievances, and foster a positive work environment within the organization.

3. Finance:

- **Financial Analyst:** Evaluate financial data, prepare reports, and provide insights for investment decisions and financial planning.
- **Investment Analyst:** Research and analyze market trends, investment options, and financial statements to guide investment strategies.
- **Corporate Finance Officer:** Manage financial aspects of corporate projects, including budgeting, forecasting, and financial modeling.


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4. Marketing:

- Marketing Manager: Develop marketing strategies, oversee promotional activities, and analyze market trends to maximize product/service visibility.
- Digital Marketing Specialist: Create and implement online marketing campaigns, including social media, SEO, and email marketing.
- Product Manager: Manage the development and marketing of products, conduct market research, and collaborate with cross-functional teams.

5. Supply Chain Management:

- Supply Chain Manager: Coordinate end-to-end supply chain activities, including procurement, production, logistics, and distribution.
- Inventory Control Analyst: Monitor inventory levels, optimize stock levels, and ensure efficient supply chain operations.
- Demand Planner: Analyze demand patterns, forecast future demand, and collaborate with suppliers and production teams to meet customer needs.

BBA graduates specializing in these areas are equipped with the skills and knowledge to pursue careers in diverse industries such as shipping, finance, HR, marketing, and supply chain management. Continuous learning, adaptability, and strong interpersonal skills are key to excelling in these dynamic fields.

VISION:

To continuously upgrade the quality of our curriculum and pedagogy in order to achieve the status of one of the top-ranking institutions in the Open and Distance Education in the world.

MISSION:

- To be a source of effective value based managerial talent for the sustained development of Business Management, Logistics, and Shipping, not only in India but across the Globe.
- To emerge as a Centre of Excellence in technical, managerial and leadership in business based industrial needs.
- To disseminate world-class, cutting edge education and training that shapes the way organizations operate and businesses are led and managed.


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- To produce world-class, socially responsible, creative leaders and entrepreneurs who think on a global scale.
- To endow students with the educational opportunity belonging to different socio-economic backgrounds.
- To engage meaningfully with business trade and commerce to create a better society.

III. Nature of prospective target group of learners:

Prospective target groups for a Bachelor of Business Administration (BBA) program through Open and Distance Learning (ODL) mode can vary but generally include (a) individuals who are already employed but wish to enhance their qualifications or skills in business administration without leaving their jobs, (b) Those who might not have access to conventional on-campus education due to various reasons like geographical constraints, family commitments, or financial limitations, (c) People who might have taken a break from education or work and are now looking to re-enter or advance in the workforce, (d) Individuals from different academic backgrounds seeking to transition into the field of business administration, (e) Self-paced Learners: People who prefer flexibility in their learning schedule and prefer to study at their own pace.

For an Open and Distance Learning program in BBA, the flexibility and accessibility offered by such a mode of education tend to attract a diverse group of learners with varied backgrounds, experiences, and motivations. Therefore, BBA programme is designed to cater to this diverse group by offering flexible schedules, online resources, and support systems to accommodate the learners' needs.

IV. Appropriateness of programme to be conducted in Open and Distance Learning and/or Online mode to acquire specific skills and competence:

A BBA programme conducted through Open and Distance Learning (ODL) can be highly appropriate for acquiring specific skills and competence due to several reasons:

Flexibility and Accessibility: ODL or Online modes offer flexibility in learning, allowing students to access course materials, lectures, and resources at their



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convenience. This accommodates working professionals, international students, or individuals with other commitments, enabling them to acquire skills without disrupting their schedules.

Industry-Relevant Curriculum: These programs can offer up-to-date and industry-aligned content, including case studies, simulations, and real-world scenarios, providing students with practical knowledge and skills required in the shipping and logistics sectors.

Global Reach and Diversity: Online platforms enable participation from a diverse range of students worldwide, fostering a rich learning environment where individuals from different backgrounds and geographical locations can share insights and experiences, enhancing the overall learning experience.

Technology Integration: Utilization of technology in online learning can simulate real-world logistics scenarios, use interactive tools for understanding supply chain operations, and offer practical experiences through virtual simulations or software applications used in the industry.

Networking Opportunities: Virtual discussions, forums, and collaborative projects facilitate networking among students, alumni, and industry professionals, creating opportunities for knowledge exchange, mentorship, and career growth.

Cost-effectiveness: ODL or Online programs often have lower tuition fees and eliminate expenses related to commuting or relocation, making quality education more accessible to a broader spectrum of learners.

Adaptability to Industry Changes: The shipping and logistics industry evolves rapidly. Online programs can be more agile in updating their curriculum to match industry trends and innovations, ensuring students are equipped with the most relevant skills and knowledge.

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V. Instructional Design:

a. Curriculum Design & Credit Structure

BBA - Semester I

S.No	Course Code	Course Title	L	T	P	C
Foundation Course – 3 Credits						
1	CDOEBB101D	Business English- I	2	0	0	2
2	CDOEBB102D	Communication Skills Laboratory - I	0	0	2	1
Programme Core (Mandatory) - 15 Credits						
3	CDOEBB103D	Principles of Management and Organizational Behaviour	3	0	0	3
4	CDOEBB104D	Introduction to Shipping Business	3	0	0	3
5	CDOEBB105D	Business Statistics	2	1	0	3
6	CDOEBB106D	Marketing Management	3	0	0	3
7	CDOEBB107D	Information Technology for Business	2	1	0	3
8	CDOEBB108D	IT tools for Business (Practical)	0	0	2	1
Programme Elective						
		Elective-1	3	0	0	3
TOTAL			18	2	4	22

BBA - Semester: II

S.No	Course Code	Course Title	L	T	P	C
Foundation Course – 3 Credits						
1	CDOEBB201D	Business English- II	2	0	0	2
2	CDOEBB202D	Communication Skills Laboratory - II	0	0	2	1
Programme Core (Mandatory) - 15 Credits						
3	CDOEBB203D	Business Accounting	2	1	0	3
4	CDOEBB204D	International Trade	3	0	0	3
5	CDOEBB205D	Economics of Sea Transport	3	0	0	3
6	CDOEBB206D	Human Resource Management	3	0	0	3
7	CDOEBB207D	Foreign Exchange Markets	3	0	0	3
Programme Elective						
		Elective-2	3	0	0	3
TOTAL			19	1	2	21

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BBA - Semester: III

S.No	Course Code	Course Title	L	T	P	C
Foundation Course – 1 Credits						
1	CDOEBB301D	Interpersonal Communication	0	0	2	1
Programme Core (Mandatory) - 18 Credits						
2	CDOEBB302D	Financial Management	3	0	0	3
3	CDOEBB303D	Logistics Management	3	0	0	3
4	CDOEBB304D	Ports and Terminals Management	3	0	0	3
5	CDOEBB305D	Multimodal Transportation	3	0	0	3
6	CDOEBB306D	Economic Geography	3	0	0	3
7	CDOEBB307D	Retail Management	3	0	0	3
Programme Elective						
		Elective-3	3	0	0	3
TOTAL			21	0	2	22

BBA - Semester: IV

S.No	Course Code	Course Title	L	T	P	C
Foundation Course – 1 Credits						
1	CDOEBB401D	Professional communication	0	0	2	1
Programme Core (Mandatory) - 15Credits						
2	CDOEBB402D	Liner Trade	4	0	0	4
3	CDOEBB403D	Marine Insurance	4	0	0	4
4	CDOEBB404D	Supply Chain Management	4	0	0	4
5	CDOEBB405D	Sales and Distribution Management	3	0	0	3
Programme Elective						
		Elective-4	3	0	0	3
TOTAL			18	0	2	19

BBA - Semester: V

S.No	Course Code	Course Title	L	T	P	C
Programme Core (Mandatory) - 18 Credits						
1	CDOEBB501D	Warehouse and Inventory Management	3	1	0	4
2	CDOEBB502D	Chartering Principles and Ship Management	3	1	0	4
3	CDOEBB503D	Export and Import Trade	4	0	0	4
4	CDOEBB504D	Legal Aspects of Shipping	3	0	0	3
5	CDOEBB505D	Research Methods	3	0	0	3
Programme Elective						
		Elective-5	3	0	0	3
TOTAL			18	2	0	21



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BBA - Semester: VI

S.No	Course Code	Course Title	L	T	P	C
Programme Core (Mandatory) – 7 Credits						
1	CDOEBB601D	Entrepreneurship Management	3	1	0	4
2	CDOEBB602D	Corporate Governance	3	0	0	3
Programme Elective						
		Elective-6	3	0	0	3
Project – 5 Credits						
5	CDOEBB603D	Major Project	0	0	10	5
TOTAL			9	1	10	15

S.No	Course Code	Course Title	L	T	P	C
Programme Electives						
1	CDOEBBE1	Business Economics	3	0	0	3
2	CDOEBBE2	Ethics and values	3	0	0	3
3	CDOEBBE3	Quantitative Techniques for Management	3	0	0	3
4	CDOEBBE4	Strategic Business Leadership	3	0	0	3
5	CDOEBBE5	Management Information System	3	0	0	3
6	CDOEBBE6	Strategic Business Reporting	3	0	0	3
7	CDOEBBE7	Business Law	3	0	0	3
8	CDOEBBE8	Industrial Marketing	3	0	0	3
9	CDOEBBE9	Learning and Development	3	0	0	3
10	CDOEBBE10	Strategic Cost Management	3	0	0	3
11	CDOEBBE11	Enterprise Resource Planning	3	0	0	3
12	CDOEBBE12	Digital and Social Media Marketing	3	0	0	3

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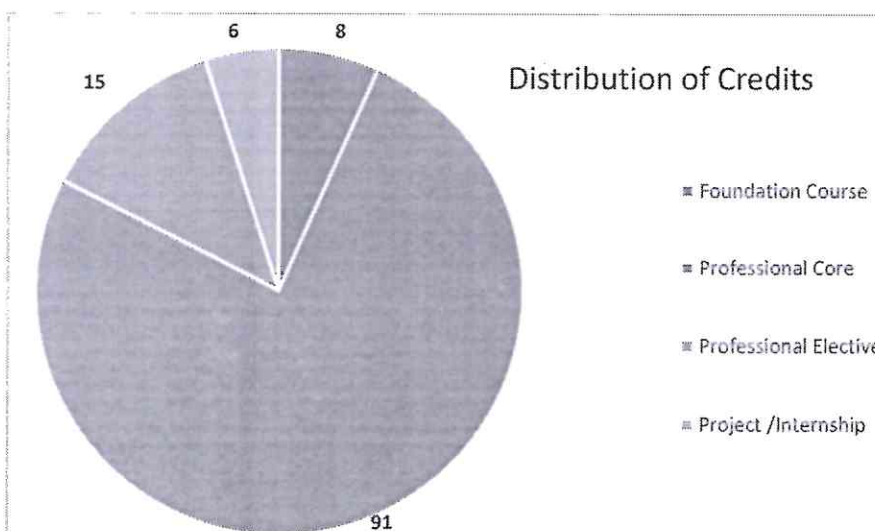
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BBA CURRICULUM – CREDIT SHARE

Semester	Contact Hours	Lecture	Tutorial	Practical	Credits
Semester 1	26	18	2	4	22
Semester 2	28	23	1	2	21
Semester 3	24	21	0	2	22
Semester 4	24	18	0	2	19
Semester 5	23	18	2	0	21
Semester 6	23	9	1	10	15
Total	122	107	6	20	120

Distribution of Credits

Foundation Course	Professional Core	Professional Elective	Project	Total
8	91	15	6	120




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b. Detailed Syllabi

Detailed Syllabus for the Programme / Courses is attached in Annexure

c. Duration of the Program

The Programme can be completed in a minimum of 3 years and also as per UGC Regulations.

d. Faculty & Support Staff Requirements

Faculty shall be allocated as per the requirements stipulated in the UGC Regulations & Guidelines for ODL, as the following

Associate Professor / Assistant Professor : 2 nos.

Support Staff also shall be allocated, as per the guidelines, for the first 5000 students shall be ensured at all times.

e. Instruction Delivery Mechanisms


Courses are delivered in a 'self-study' mode with learning material in the form of SLM's, (print form / eBook Form) and Self Assessments being available to the students. Additionally ,Personal Contact Programs (PCP's) in classroom lecture mode at campus and online via recorded lecture / virtual classroom sessions to be provided as per a fixed schedule towards the end of each term.

f. Instruction Media

Program Instruction shall be delivered using Print SLM, eBook/eSLM, as well as a Personal Contact Program that shall be conducted in classroom mode, as well as broadcast using the internet using virtual classroom platform for students unable to attend physically.

g. Student Support Service Systems

Learner Support Service via Web, Chat, Call Support. Access to counsellors at Department on University campus. Access to Library resources at the University / Department.


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VI. Procedure for admissions, curriculum transaction and evaluation:

A. ELIGIBILITY FOR ADMISSION

Eligibility for Admission into ODL & OL Programmes (BBA) are as follows:

S.No.	Programme	Admission Requirements
1	BBA (ODL & OL)	Candidates must have passed their class XII examinations from any stream through a recognized board in order to be eligible to apply for BBA programme.


- For admission into OL programme other than Indian students stated above, foreign students are also eligible to enrol this programme.
- Admission Eligibility requirements for ODL & OL programmes (BBA) are same as programme (BBA) offered in full time regular (conventional) mode under respective Regulations.
- Eligibility conditions for admission such as class obtained, number of attempts in the qualifying examination and physical fitness will be as prescribed by this Institution from time to time.

B. PROGRAM DELIVERY – METHOD & TOOLS

Study material, in the form of print books (SLM's) , as well as ebook form, shall be provided to each student at the beginning of the year.

A Web based Portal which shall allow the student access to the following

- Admission & Enrolment Details
- Fee Details and Online Fee Payment Gateway
- Prospectus, Regulations & Syllabus
- Notifications (Admissions, fees, examinations etc)
- Course List, with completion status and scores /results
- eBook's / ePrint of SLM's.


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- Self Assessment/Practice Tests (unscored)
- Continuous Assessments /Assignments
- Online PCP Classroom Lectures (Recorded or via Virtual Classroom session) as conducted eachsemester.
- Online Learners forum, for student to student interaction.
- Online Copy of the Grade sheet.

C. DURATION AND STRUCTURE OF PROGRAMME

The minimum and the maximum period for completion of programme will be as follows:

Programme (ODL & OL)	Min. No. of Semesters	Max. No. of Semesters
Bachelor of Business Administration (BBA)	6	12

- This programme is designed to include the following components as prescribed in the respective curriculum:
 - a. Core courses
 - b. Elective courses
 - c. Assignments
 - d. Project work
- The medium of instruction and examination in the above components are only in English.
- The curriculum and syllabi of BBA ODL and OL programme shall be as per the guidelines of the UGC and approved by the Academic Council and Executive Council of this Institution.
- Each academic year shall normally be for one year which is divided into two semesters. The continuous internal assessments and semester-end examinations shall follow the Academic Calendar and Examination Schedule.


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- The curriculum and syllabi of ODL and OL programmes of BBA are same as curriculum and syllabi of programmes BBA offered in full time regular (conventional) mode under respective regulations.
- The curriculum of BBA ODL and OL programmes shall follow the minimum prescribed credits required for the award of the degree as specified in the UGC guidelines for this programme as given below:

Programmes	Minimum Prescribed Credits
BBA (with different elective domain specializations including Shipping)	120

The norms for delivery of courses offered through ODL mode are as follows:


S.No.	Credit Value of the Course	Size of SMLs Range (in terms of units)	No. of Assignments	No. of Counseling Sessions Theory (10 percent of Total Study Hours) (hrs.)	Study Hours of Learner (hrs.)
1	2	6-10	1	6	60
2	4	14-20	2	12	120
3	6	20-28	3	18	180
4	8	30-34	4	24	240

D. DELIVERY OF ONLINE MATERIALS

As per UGC guidelines, Learning Materials are delivered through LMS (Learning Management System) platform with 4 Quadrant approach. Unit wise CIA (Continuous internal Assessment) is designed as per Blooms Taxonomy assessment recommendations and conducted online using LMS Platform as per the semester requirement of the course.

Quadrant I: e-Tutorial with audio, animation, simulation and video materials

Quadrant II: Lecture notes in the PDF, video demonstrations, interactive chats, web links, open-source simulators, case studies and role-plays will be provided as per the course needs.


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Quadrant III: Discussion Forums, Feedback Forums, Helpdesk for Doubts clearing Sessions for every course unit will be coordinated by the coordinator and conducted by the respective faculties.

Quadrant IV: Self-Assessment like MCQ, Quizzes, Assignments, FAQ on course units, Clarification post assessment discussion forums.

Norms for Delivery of Courses in Online Mode


S.No.	Credit value of the course	No. of Weeks	No. of Interactive Sessions		Hours of Study Material		Self-Study hours including Assessment etc.	Total Hours of Study (based on 30 hours per credit)
			Synchronous Online Counselling/ Webinars/ Interactive Live Lectures (1 hour per week)	Discussion Forum/ asynchronous Mentoring (2 hours per week)	e-Tutorial in hours	e-Content hours		
1	2 credits	6 weeks	6 hours	12 hours	10	10	22	60
2	4 credits	12 weeks	12 hours	24 hours	20	20	44	120
3	6 credits	14 weeks	14 hours	28 hours	30	30	66	180
4	8 credits	16 weeks	16 hours	32 hours	40	40	88	240

E. ASSESSMENTS AND EXAMINATIONS

- The weightage for different components of assessments for programmes offered through ODL mode shall be as under:
 - Formative Assessment (Continuous Internal Assessment) : 30 %.
 - Summative assessment (End Semester Examination) : 70 %

For project work the assessment pattern is as follows:

Review of Project Work		Dissertation & Viva-Voce	
Component	Marks	Component	Marks
First Review	5	Presentation	15
Second Review	10	Content Originality	15
Third Review	15	Study/Model and Analysis Validity	15
		Findings & Conclusion	15
		Future Scope	10
Total	30		70


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- End Semester Assessment Pattern for Open and Distance Learning Mode: All End Semester Examinations or Term-End Semester for programmes offered through Open and Distance Learning mode shall be conducted through proctored examination (online testing) within Territorial Jurisdiction, in the examination centre located in the headquarters (AMET Deemed to be University Campus, Chennai). The Exams shall be under the direct control and responsibility of the University.
- End Semester Assessment Pattern for Online Learning Mode: The Examinations for online learning mode shall be conducted using the technology-enabled to conduct an online test with all the security arrangements ensuring transparency and credibility of the examinations, or through the Proctored Examination and in conformity with any other norms for such examination as may be laid down by the Commission.
- Appearing for semester-end theory examination for each course is mandatory and a student should secure a minimum 40% marks for BBA and B.Com programmes, in each course in semester-end examination for the successful completion of the course.
- The components of continuous assessment for theory and practical courses shall be finalized in the first-class committee meeting.
- For the first attempt of the arrear theory examination, the internal assessment marks scored for a course during the first appearance shall be considered for grading along with the marks scored in the semester-end arrear examination. From the subsequent appearance onwards, full weightage shall be assigned to the marks scored in the semester-end examination to award grades and the internal assessment marks secured during the course of study shall not be considered.

The procedures followed for awarding marks and fixing grades for ODL programmes such as BBA & B.Com are the same as for programmes offered in the regular (conventional) mode.

F. PASSING, DECLARATION OF RESULTS AND GRADE SHEET

- All assessments for a course shall be made on absolute marks basis. However, the Class Monitoring Committee without the student members shall meet within 5 days after the End Semester Examination and analyse the performance of students in all assessments of a course and award letter grades. The letter grades and the corresponding grade points for BBA are as follows:



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Letter Grades	Grade Points	Percentage of Marks
O (Outstanding)	10	100
A+ (Excellent)	9.0 – 9.9	Marks ≥ 90 and Marks ≤ 99
A (Very Good)	8.0 – 8.9	Marks ≥ 80 and Marks ≤ 89
B+ (Good)	7.0 – 7.9	Marks ≥ 70 and Marks ≤ 79
B (Above Average)	6.0 – 6.9	Marks ≥ 60 and Marks ≤ 69
C (Average)	5.0 – 5.9	Marks ≥ 50 and Marks ≤ 59
P (Pass)	4.0 – 4.9	Marks ≥ 40 and Marks ≤ 49
RA (Re-Appear)	0.0 – 3.9	Marks < 40
AB (Absent)	0	Absent

Grade Point Average (G.P.A.)

$$= \frac{\text{Sum of multiplication of grade points and the credits of the courses (Total Credit Points)}}{\text{Sum of the credits of the courses (passed) in a semester (No. of Credits)}}$$

* G.P.A. and No. of Credits will not be displayed for Students who have not cleared all the courses.

Marks

Maximum CIA (Continuous Internal Assessment)	30
Maximum ESE (End Semester Examinations)	70

- A student who earns a minimum of five grade points, declared to have successfully completed the course. Such a course cannot be repeated by the student for improvement of grade.
- The results, after awarding of grades, shall be signed by the Chairman of the Class Committee and declared by the Controller of Examinations.
- Within one week from the date of declaration of result, a student can apply for revaluation of his / her semester end theory examination answer script more courses, on payment of prescribed fee to the Controller of Examinations.
- After results are declared, grade report shall be issued to each student, which contains the following details:

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- a. List of courses along with course code enrolled during the semester / arrear courses, if any;
 - b. Marks secured (CIA, ESE & Total);
 - c. Passing Minimum;
 - d. Grade Point Semester Wise Grade Point Average (GPA) of all courses enrolled from first semester onwards, if completed for the semester
 - e. Result
- GPA is the ratio of the sum of the products of the number of credits of courses registered and the grade points courses, taken for all the courses, to the sum of the number of credits of all the courses in the semester.

$$\text{Grade Point Average (G.P.A.)} = \frac{\text{Sum of multiplication of grade points and the credits of the courses (Total Credit Points)}}{\text{Sum of the credits of the courses (passed) in a semester (No. of Credits)}}$$

* G.P.A. and No. of Credits will not be displayed for Students who have not cleared all the courses.


- The formula for the conversion of CGPA to the equivalent percentage of marks is as follows:

$$\text{Percentage Equivalent of Marks} = \text{CGPA} \times 10$$

- After successful completion of the programme, the Degree shall be awarded upon fulfilment of curriculum requirements and classification based on CGPA as follows:

Classification	CGPA
First Class with Exemplary	9.0 CGPA and Above (First Attempt within stipulated Time and no break of study)
First Class with Distinction	7.5 CGPA and Above (First Attempt within stipulated Time and no break of study)
First Class	6 CGPA and Below 7.5 CGPA
Second Class	5.0 and Below 6 CGPA

- For the purpose of classification, the CGPA shall be rounded to two decimal places. For the purpose of comparison of the performance of students and ranking, CGPA will be considered up to three decimal places.


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G. POWER TO MODIFY THE REGULATION

Academy of Maritime Education and Training (AMET) Deemed to be University's Academic Council has the RIGHT and POWER TO MODIFY any of the above regulations from time to time as per the guidelines.

VII. Requirement of the laboratory support and Library resources:

Students registered in the ODL programme and who desire to avail themselves of library facilities will be permitted to make use of the Exclusive Library earmarked for ODL programmes in the University and also they will be permitted to use the main University Library. Additional online resources are also provided via the Learning Management System, with access to eLibrary.

Courses that require Laboratory support shall be provided with online virtual lab and lab simulation tools and software, to allow students to practice accordingly.

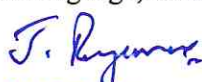
VIII. Cost estimate of the programme and the provisions:

The Finance Committee will set aside budgetary provisions towards Programme Development, Programme Delivery, Programme Maintenance. Once the programs are operational, fee receipts from the program may be used to cover the same, as per the guidance of the Syndicate and Finance Committee.

IX. Quality assurance mechanism and expected program outcomes

- a. Review Mechanism for Programme
- b. Course Benchmarking
- c. Mechanism for Monitoring Effectiveness.

The IQAC is striving to bring newer initiatives pertaining to research, campus development, ICT adoption in teaching, providing better focus for the research scholars through workshops, coordinating Academic and Administrative Audit of the University, etc. At the end of every academic year, the University conducts assessment of the curriculum / course/ academic programme by students. The assessment focuses on broad areas like 1) reasons for selecting courses, 2) facilities available in the Departments, 3) quality of the syllabus, 4) internal assessment evaluation, 5) quality of the teacher in terms of regularity to classes, command over language, encouragement of


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students in the classes, completion of syllabus and 5) rating of the programme and the Department. This feedback contributes to the academic radar prepared by the IQAC.

Towards the Quality Assurance Mechanism for ODL Programs, the University shall establish a Centre for Internal Quality Assurance exclusively for programmes in the Open and Distance Learning mode and follow the Quality Assurance Guidelines on learning materials in multiple media, human resources, curriculum and pedagogy, as specified in the UGC ODL Regulations.

The CIQA will be required to conduct training and capacity building of teaching and administrative staff and counselors at regular intervals.

The University IQAC's cell shall work closely with the CIQA to develop Feedback mechanisms, to allow for Program and Process Review on a regular basis. 360 Degree feedback, from Students, Faculty, Counsellors and Admin Staff shall be processed, and suggestions and improvements incorporated accordingly.


The Course shall be benchmarked with the Courses conducted in campus, for full time students, in order to ascertain the quality. Students Learning outcomes as measured in the exam's and test shall be compared on a regular basis.

Post completion of a Degree Program, students will be regularly polled / interviewed using email feedback surveys, to measure impact of the program on their professional and academic lives. These indicators shall be used to constantly improve upon the programs, and make them at par industry standards and expectations.



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ANNEXURE - DETAILED SYLLABI


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

Centre for Open and Distance Education

Bachelor of Business Administration (BBA)

Detailed Syllabus

Semester – I



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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

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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 1		T 0		P 0		C 1																				
Year and Semester		I Year (I Semester)																																		
Course Category		Foundation ✓				Core				Elective																										
Course Objective		<ol style="list-style-type: none"> To listen conversation and motivational speeches. To enable students speaking effectively in real life situations and soft skills. 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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CO1	-	-	-	-	-	3	2	2	3	3	-	3	-	-	-																					
CO2	-	-	-	-	-	2	2	2	3	3	-	3	-	-	-																					
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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 understande 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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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	T	P	C																						
								2	1	0	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		<p>On successful completion of the course, the students will be able to</p> <table border="1"> <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
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CO4	2	-	-	-	2	-	2	2	2	-	2																						
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 2	T 1	P 0	C 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 <table border="1" data-bbox="386 709 1377 951"> <thead> <tr> <th>CO</th> <th>Course Outcomes</th> <th>BTL</th> </tr> </thead> <tbody> <tr> <td>CO1</td> <td>Explain Information Technology for business</td> <td>K2</td> </tr> <tr> <td>CO2</td> <td>Explain the Hardware, Software and working of systems</td> <td>K2</td> </tr> <tr> <td>CO3</td> <td>Examine the concepts of data organization and DBMS</td> <td>K4</td> </tr> <tr> <td>CO4</td> <td>Identify the importance of computer networks</td> <td>K3</td> </tr> <tr> <td>CO5</td> <td>Identify the security issues in computer networks</td> <td>K3</td> </tr> <tr> <td>CO6</td> <td>Apply the recent trends of computer application in business</td> <td>K3</td> </tr> </tbody> </table>					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
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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	T	P	C
			3	0	0	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	1. To study about the concept of Multimodal transport 2. To learn about the containerization and its growth 3. To understand the operations of cargoes 4. To gain knowledge of sale contracts and documentation 5. 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		<p>On successful completion of the course, the students will be able to</p> <table border="1"> <thead> <tr> <th>CO</th> <th>Course Outcomes</th> <th>BTL</th> </tr> </thead> <tbody> <tr> <td>CO1</td> <td>Identify the concepts and functions of retailing</td> <td>K3</td> </tr> <tr> <td>CO2</td> <td>Explain the structure of retail formats</td> <td>K2</td> </tr> <tr> <td>CO3</td> <td>Examine the operations of retail merchandising</td> <td>K4</td> </tr> <tr> <td>CO4</td> <td>Explain the managing of store activities</td> <td>K2</td> </tr> <tr> <td>CO5</td> <td>Understand retail trends in India</td> <td>K2</td> </tr> <tr> <td>CO6</td> <td>Apply the recent trends in retail management</td> <td>K3</td> </tr> </tbody> </table>										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
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 4	T 0	P 0	C 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 - Freightling 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	T	P	C
Year and Semester		II (IV Semester)						3	0	0	3
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 Hompe, 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		1. To study the general principles of law 2. To understand the law of contracts 3. To learn the carriage of goods by sea 4. To understand the principles of international law 5. 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



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 : Strategic Business Leadership							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 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	<ol style="list-style-type: none"> 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"> 1. To study the role of industrial marketing 2. To understand the company resources and corporate strategy 3. To learn the product development and importance of communication 4. To know the industrial pricing strategy 5. 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.



Programme Project Report (PPR)


Bachelor of Commerce (B.Com)



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1. About AMET Deemed to be University
2. Preamble
3. Contents of Programme Project Report (PPR)
 - I. Programme's mission and objectives
 - II. Relevance of the program with HEI's Mission and Goals
 - III. Nature of prospective target group of learners
 - IV. Appropriateness of programme to be conducted in Open and Distance Learning and/or Online mode to acquire specific skills and competence
 - V. Instructional Design
 - VI. Procedure for admissions, curriculum transaction and evaluation
 - VII. Requirement of the laboratory support and Library Resources
 - VIII. Cost estimate of the programme and the provisions
 - IX. Quality assurance mechanism and expected programme outcomes
4. Annexure - Detailed Syllabi

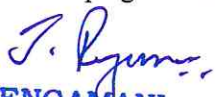

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ABOUT AMET DEEMED TO BE UNIVERSITY

The Academy of Maritime Education and Training (AMET) was established in the year 1993 at Chennai and elevated as a Deemed to be University during 2007.

AMET is the India's first Maritime Deemed to be University for maritime related education, training and research. During these three decades of journey, AMET has become as a "Global Maritime Knowledge Hub" which is suitably recognized by both National and International Authorities.

- AMET is ranked as one among the TOP 3 Maritime Universities of the World in the PIMET ranking by the International Association of Maritime Universities (IAMU).
- The Directorate General of Shipping (DGS), Ministry of Shipping, Government of India has accredited AMET with Grade A1 (Outstanding) for the past five consecutive terms through its Comprehensive Inspection Programme.
- In addition, the National Assessment and Accreditation Council (NAAC) of India have accredited AMET with A Grade and National Board of Accreditation has accredited selected Engineering and Management Programmes.
- AMET is also ranked high both in ARIIA and NIRF Ranking by the Government of India.
- The University is recognized as a Scientific and Industrial Research Organization (SIRO) by the Department of Scientific and Industrial Research (DSIR) Government of India.
- The University is offering joint degrees with world renowned Universities such as James Cook University, Australia, Edge Hill University, United Kingdom etc.
- Through specific MoUs with major shipping companies like AP Moller Maersk and V-Ships, AMET is providing appointment orders along with admission to meritorious students.
- Around 20,000 of our passed out graduates occupy exalted positions in Shipping Companies, globally and proudly sail all over the world spreading the message of the quality education imparted at AMET which made them to occupy such coveted ranks in Shipping Companies in India and abroad.
- AMET secured its compliance certificate for ISO 9001:2015 QMS standards from the prestigious and globally renowned DET NORSKE VERITAS, Norway.
- AMET serves as an ocean of knowledge for over 3500 students pursuing Programmes ranging from Diploma to Doctoral programs through Faculty of Maritime Studies, Faculty of Engineering and Technology, Faculty of Advanced Computing Science, Faculty of Management Studies, Faculty of Commerce, Faculty of Life Sciences, Faculty of Liberal Arts, Faculty of Science and Humanities, related to marine and general sector programmes.


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- For over two decades AMET is remaining as the favorite destination for campus interviews by many shipping giants such as AP MOLLER MAERSK, GOODWOOD, NYK, SONANGOL, VSHIPS, WALLEMS, SHELL, CHEVRON, STENA and so goes a list of over 100 companies.
- AMET has been recognized as a premier institution for marine and marine related jobs and has earned a position as a trustworthy consultants for research and development projects wherein the investment are worth to the tune of several crores of rupees.
- 21st August 2023 marks a another mile stone in the history AMET as the first batch of 80 cadets for BSc Nautical Science and BE Marine Engineering walked into the sprawling Maersk center of excellence established by AMET
- The Mearsk centre of excellence has been established exclusively to train the cadets selected for A.P.Moller Maersk. The cadets will be trained under the nautical and engineering streams and will be awarded degree in B.Sc Nautical Science and BE Marine Engineering. The exclusive campus hosts a plethora of electrical and electronic laboratories, workshops, communication labs, safety lab, seamanship lab, simulators, facility to scale up to adopt augmented and virtual reality and a canal to practice boat rowing and operation of life boats.

AMET has a very ambitious vision 2025 plan wherein it aims to be a one stop solution for all marine related activities happening around the world and has clearly charted out an action plan to gauge its growth towards its 2025 milestone. The dogged perseverance of AMET's unmatched faculty gears up the student to meet the challenges of their life and career with tenacity of mind, endeavor to face them and emerge victorious. With a synergistic attitude prevailing among management, staff and student, AMET is all set to achieve and sustain a status par excellence.

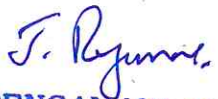
PREAMBLE

1. PRELIMINARY DEFINITIONS AND NOMENCLATURE

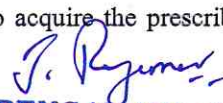
In these Regulations, unless the context otherwise requires

In these Regulations, unless the context otherwise requires

- “**Programme**” means Under-graduate Degree Programme offered under Open and Distance (ODL) and Online Learning (OL).
- “**Course**” means a Theory/Project work and any other subject that is normally studied in a semester.


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- iii. **“Institution”** means Academy of Maritime Education and Training (AMET) Deemed to be University
- iv. **“Academic Council”** means the Academic Council, which is the apex body on all academic matters of Academy of Maritime Education and Training (AMET) Deemed to be University
- v. **“Dean (Academic Affairs)”** means Dean (Academic Affairs) of Academy of Maritime Education and Training (AMET) Deemed to be University, which administers academic matters.
- vi. **“Dean (Student Affairs)”** means Dean (Student Affairs) of Academy of Maritime Education and Training (AMET) Deemed to be University, who looks after the welfare and discipline of the students.
- vii. **“Controller of Examinations”** means the Controller of Examinations of Academy of Maritime Education and Training (AMET) Deemed to be University, who is responsible for the conduct of examinations and declaration of results.
- viii. **“Director”** means the Director of the Centre for Online and Distance Learning (CODE), CODE is a part of AMET. AMET credentials – 30 years in existence.
- ix. **“Open and Distance Learning”** means a mode of providing flexible learning opportunities by overcoming the separation of teacher and learner using a variety of media, including print, electronic, online and occasional interactive F-2-F (face-to-face meetings) with the learners or Learner Support Services to deliver teaching-learning experiences, including practical or work experiences.
- x. **“Online Learning”** means a mode of providing flexible learning opportunities by overcoming the separation of teacher and learner using the internet, e-learning materials and full-fledged programme delivery through the internet using technology-assisted mechanism and resources.
- xi. **“Self-Learning e-Module (SLM) for Online mode”** means a modular unit of course material in e-learning form which is inter alia of course material in e-learning form which is inter alia self-explanatory, self-contained, self-directed at the learner, and amenable to self-evaluation, and enables the learner to acquire the prescribed


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level of learning in a course of study and includes contents in the form of a combination of the following e-Learning content, namely

- e-Text Materials
- Audio Podcasts
- Video Lectures
- Audio-Visual interactive material
- Virtual Classroom Zoom/Team/WebEx/Google Class Room sessions
- Virtual Simulation labs and
- Self-Assessment Quizzes or Tests;

xii. **Self-Learning Material (SLM) for Open and Distance Learning mode**” means and includes contents in the form of course material, whether print or in e-form, which is inter-alia self-explanatory, self-contained, self-directed at the learner, and amenable to self-evaluation, and enables the learner to acquire the prescribed level of learning in a course of study, but does not include text-books or guide-books.



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CONTENTS OF PROGRAMME PROJECT REPORT (PPR)

I. Programme's Mission and Objectives:

The mission and objectives of a Bachelor of Commerce (B.Com) program typically revolve around providing students with a strong foundation in various aspects of commerce, business, and related fields. The mission of a B.Com program is to prepare students for careers in the world of commerce by providing them with a comprehensive understanding of fundamental business principles, economics, finance, accounting, and related disciplines. It aims to foster critical thinking, analytical skills, and ethical decision-making in students to excel in the dynamic business environment.

The major Objectives of B.Com program are as follows

Academic Excellence: To provide a rigorous academic curriculum that covers a wide range of subjects including accounting, economics, finance, marketing, management, and business law.


Skill Development: To equip students with practical skills necessary for success in various domains of commerce such as analytical thinking, problem-solving, communication, and decision-making.

Industry Relevance: To ensure that the program's content is aligned with current industry trends and practices, thereby preparing students to meet the demands of the business world.

Ethical and Social Responsibility: To instill ethical values and social responsibility in future business leaders by emphasizing the importance of ethical conduct, corporate social responsibility, and sustainability in business practices.

Global Perspective: To expose students to global business environments, fostering an understanding of international markets, cross-cultural communication, and the impact of globalization on commerce.

Career Readiness: To facilitate opportunities for internships, practical experiences, and industry connections that enhance students' employability and readiness for entry-level positions or further studies in commerce-related fields.


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Continuous Improvement: To regularly review and update the curriculum, teaching methodologies, and learning resources to maintain relevance and quality in education.

By aligning the curriculum and activities with these objectives, a B.Com program aims to produce graduates who are well-equipped with the knowledge, skills, and ethical grounding required to excel in the diverse and ever-evolving world of commerce and business.

II. Relevance of the program with HEI's mission and goals:

The relevance of a Bachelor of Commerce (B.Com) program within a Higher Education Institution's (HEI) mission and goals is significant as it contributes to the institution's overall objectives and vision. Here's how the B.Com program aligns with the HEI's mission and goals:


Academic Excellence and Reputation: The B.Com program contributes to the academic excellence and reputation of the HEI by offering a comprehensive and high-quality curriculum in commerce-related disciplines. Its relevance lies in providing a robust educational framework that aligns with the institution's standards for quality education.

Alignment with Institutional Mission: If the HEI's mission includes preparing students for careers in business, finance, or related fields, the B.Com program directly supports this mission. It becomes a key avenue for fulfilling the institution's commitment to providing students with education that meets industry standards and prepares them for the workforce.

Meeting Student Demand: If the institution aims to cater to the diverse educational needs and demands of students, offering a B.Com program becomes crucial. Commerce programs often attract a wide range of students interested in pursuing careers in business, finance, accounting, and related fields.

Industry Relevance and Partnerships: A strong B.Com program with industry-relevant curriculum and practical exposure helps the HEI establish and maintain partnerships with businesses, fostering a reputation for producing graduates who are well-prepared and sought after in the job market.

Contributing to Research and Innovation: In some cases, the B.Com program might integrate research opportunities or projects that contribute to the institution's research objectives, fostering innovation in areas such as finance, economics, or business management.


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Global Perspective and Diversity: If the HEI values a global perspective and aims to create a diverse learning environment, the B.Com program's curriculum might include international business components, attracting a diverse student body and promoting cross-cultural understanding.

Community Engagement and Impact: Through initiatives like internships, community projects, or outreach programs related to commerce, the B.Com program might contribute to the institution's goals of community engagement and social impact.

By aligning the B.Com program with the HEI's broader mission and goals, the institution ensures that its educational offerings are relevant, impactful, and contribute to the holistic development and success of its students within the context of the institution's vision.

VISION:

To continuously upgrade the quality of our curriculum and pedagogy in order to achieve the status of one of the top-ranking institutions in the Open and Distance Education in the world.

MISSION:

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


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III. Nature of prospective target group of learners:

Prospective target groups for a Bachelor of Commerce (B.Com) program through Open and Distance Learning (ODL) mode can vary but generally include (a) individuals who are already employed but wish to enhance their qualifications or skills in business administration without leaving their jobs, (b) Those who might not have access to conventional on-campus education due to various reasons like geographical constraints, family commitments, or financial limitations, (c) People who might have taken a break from education or work and are now looking to re-enter or advance in the workforce, (d) Individuals from different academic backgrounds seeking to transition into the field of business administration, (e)

Self-paced Learners: People who prefer flexibility in their learning schedule and prefer to study at their own pace.

For an Open and Distance Learning program in B.Com, the flexibility and accessibility offered by such a mode of education tend to attract a diverse group of learners with varied backgrounds, experiences, and motivations. Therefore, B.Com programme is designed to cater to this diverse group by offering flexible schedules, online resources, and support systems to accommodate the learners' needs.


IV. Appropriateness of programme to be conducted in Open and Distance Learning and/or Online mode to acquire specific skills and competence:

A B.Com programme conducted through Open and Distance Learning (ODL) can be highly appropriate for acquiring specific skills and competence due to several reasons:

Flexibility and Accessibility: ODL or Online modes offer flexibility in learning, allowing students to access course materials, lectures, and resources at their convenience. This accommodates working professionals, international students, or individuals with other commitments, enabling them to acquire skills without disrupting their schedules.

Industry-Relevant Curriculum: These programs can offer up-to-date and industry-aligned content, including case studies, simulations, and real-world scenarios, providing students with practical knowledge and skills required in the shipping and logistics sectors.

Global Reach and Diversity: Online platforms enable participation from a diverse range of students worldwide, fostering a rich learning environment where individuals from different backgrounds and geographical locations can share insights and experiences, enhancing the


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overall learning experience.

Technology Integration: Utilization of technology in online learning can simulate real-world logistics scenarios, use interactive tools for understanding supply chain operations, and offer practical experiences through virtual simulations or software applications used in the industry.

Networking Opportunities: Virtual discussions, forums, and collaborative projects facilitate networking among students, alumni, and industry professionals, creating opportunities for knowledge exchange, mentorship, and career growth.

Cost-effectiveness: ODL or Online programs often have lower tuition fees and eliminate expenses related to commuting or relocation, making quality education more accessible to a broader spectrum of learners.

Adaptability to Industry Changes: The shipping and logistics industry evolves rapidly. Online programs can be more agile in updating their curriculum to match industry trends and innovations, ensuring students are equipped with the most relevant skills and knowledge.



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V. Instructional Design:

a. Curriculum Design & Credit Structure

B.Com-Semester-I


S.No	Course Code	Course Name	L	T	P	C
Foundation Course						
1	CDOEBC101D	Business Mathematics	3	0	0	3
2	CDOEBC102D	Business English I	2	0	0	2
3	CDOEBC103D	Communication Skills I	0	0	2	1
Programme Core (Mandatory)						
1	CDOEBC104D	Financial Accounting I	3	0	0	3
2	CDOEBC105D	Introduction to Shipping Business	3	0	0	3
3	CDOEBC106D	Introduction to Logistics	3	0	0	3
4	CDOEBC107D	Business Economics	3	0	0	3
5	CDOEBC108D	Introduction to Information Technology	3	0	0	4
Programme Elective						
		Elective-1	3	0	0	3
						25

B.Com-Semester-II

S.No	Course Code	Course Name	L	T	P	C
Foundation Course						
1	CDOEBC201D	Business Statistics	3	0	0	3
2	CDOEBC202D	Business English II	2	0	0	2
3	CDOEBC203D	Communication skills Laboratory II	2	0	0	1
Programme Core						
1	CDOEBC204D	Financial Accounting II	3	0	0	3
2	CDOEBC205D	Port Management	3	0	0	3
3	CDOEBC206D	Banking and financial institution	3	0	0	3
4	CDOEBC207D	Supply Chain Management	3	0	0	3
5	CDOEBC208D	Introduction to Programming	3	0	0	4
Programme Elective						
		Elective-2	3	0	0	3
						25

B.Com-Semester-III

S.No	Course Code	Course Name	L	T	P	C
Foundation Course						
1	CDOEBC301D	Interpersonal Communication	0	0	2	1
Programme Core						
1	CDOEBC302D	Cost and Management Accounting	3	0	0	3
2	CDOEBC303D	Ship Chartering	3	0	0	3
3	CDOEBC304D	Principles of Management	3	0	0	3
4	CDOEBC305D	Multimodal Transportation and Logistic Planning	3	0	0	3
5	CDOEBC306D	Database Management System	3	0	0	4
Programme Elective						
		Elective-3	3	0	0	3
						20


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B.Com-Semester-IV

S.No	Course Code	Course Name	L	T	P	C
Foundation Course						
1	CDOEBC401D	Professional Communication	0	0	2	1
Programme Core						
1	CDOEBC402D	Financial Management	3	0	0	3
2	CDOEBC403D	Retail Logistics and Warehouse Management	3	0	0	3
3	CDOEBC404D	Marine Insurance	3	0	0	3
4	CDOEBC405D	Entrepreneurship Development	3	0	0	3
5	CDOEBC406D	Web Technology	3	0	0	4
Programme Elective						
		Elective-4	3	0	0	3
						20

B.Com-Semester-V

S.No	Course Code	Course Name	L	T	P	C
Programme Core						
1	CDOEBC501D	Direct and Indirect Taxation	4	0	0	4
2	CDOEBC502D	Liner Trade Operations	3	0	0	3
3	CDOEBC503D	Research Methodology	3	0	0	3
4	CDOEBC504D	International Trade	3	0	0	3
5	CDOEBC505D	Fundamentals of Artificial Intelligence	4	0	0	4
Programme Elective						
		Elective-5	3	0	0	3
						20

B.Com-Semester-VI

S.No	Course Code	Course Name	L	T	P	C
1	CDOE601D	B. Com Project	0	0	0	10

Programme Electives						
S.No	Course Code	Course Name	L	T	P	C
1	CDOEBCE1D	Corporate Communication	3	0	0	3
2	CDOEBCE2D	Organisational Behaviour	3	0	0	3
3	CDOEBCE3D	Mercantile Law	3	0	0	3
4	CDOEBCE4D	Marketing Management	3	0	0	3
5	CDOEBCE5D	Exim Procedure and Forex Management	3	0	0	3
6	CDOEBCE6D	E-Commerce and Digital Processing	3	0	0	3
7	CDOEBCE7D	Fundamentals of HRM	3	0	0	3
8	CDOEBCE8D	Micro Finance Operations	3	0	0	3
9	CDOEBCE9D	Auditing and Assurance	3	0	0	3
10	CDOEBCE10D	Total Quality Management	3	0	0	3



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Total Credits: 120

Semester	Credits
I	25
II	25
III	20
IV	20
V	20
VI	10
Total Credits	120

b. Detailed Syllabi

Detailed Syllabus for the Programme / Courses is attached in Annexure

c. Duration of the Program

The Programme can be completed in a minimum of 3 years and also as per UGC Regulations.

d. Faculty & Support Staff Requirements

Faculty shall be allocated as per the requirements stipulated in the UGC Regulations & Guidelines for ODL, as the following

Associate Professor / Assistant Professor : 2 nos.

Support Staff also shall be allocated, as per the guidelines, for the first 5000 students shall be ensured at all times.

e. Instruction Delivery Mechanisms

Courses are delivered in a 'self-study' mode with learning material in the form of SLM's, (print form / eBook Form) and Self Assessments being available to the students. Additionally ,Personal Contact Programs (PCP's) in classroom lecture mode at campus and online via recorded lecture / virtual classroom sessions to be provided as per a fixed schedule towards the end of each term.



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f. Instruction Media

Program Instruction shall be delivered using Print SLM, eBook/eSLM, as well as a Personal Contact Program that shall be conducted in classroom mode, as well as broadcast using the internet using virtual classroom platform for students unable to attend physically.

g. Student Support Service Systems

Learner Support Service via Web, Chat, Call Support. Access to counsellors at Department on University campus. Access to Library resources at the University / Department.

VI. Procedure for admissions, curriculum transaction and evaluation:

A. ELIGIBILITY FOR ADMISSION


Eligibility for Admission into ODL & OL Programmes (B.Com) are as follows:

S.No.	Programme	Admission Requirements
1	B.om (ODL & OL)	Candidates must have passed their class XII examinations from any stream through a recognized board in order to be eligible to apply for B.Com programme.

- For admission into OL programme other than Indian students stated above, foreign students are also eligible to enrol this programme.
- Admission Eligibility requirements for ODL & OL programmes (B.Com) are same as programme (B.Com) offered in full time regular (conventional) mode under respective Regulations.
- Eligibility conditions for admission such as class obtained, number of attempts in the qualifying examination and physical fitness will be as prescribed by this Institution from time to time.

B. PROGRAM DELIVERY – METHOD & TOOLS

Study material, in the form of print books (SLM's) , as well as ebook form, shall be provided to each student at the beginning of the year.


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A Web based Portal which shall allow the student access to the following

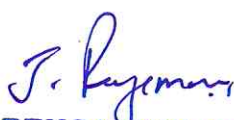
- Admission & Enrolment Details
- Fee Details and Online Fee Payment Gateway
- Prospectus, Regulations & Syllabus
- Notifications (Admissions, fees, examinations etc)
- Course List, with completion status and scores /results
- eBook's / ePrint of SLM's.
- Self Assessment/Practice Tests (unscored)
- Continuous Assessments /Assignments
- Online PCP Classroom Lectures (Recorded or via Virtual Classroom session) as conducted eachsemester.
- Online Learners forum, for student to student interaction.
- Online Copy of the Grade sheet.

C. DURATION AND STRUCTURE OF PROGRAMME

The minimum and the maximum period for completion of programme will be as follows:

Programme (ODL & OL)	Min. No. of Semesters	Max. No. of Semesters
Bachelor of Commerce (B.Com)	6	12

- This programme is designed to include the following components as prescribed in the respective curriculum:
 - a. Core courses
 - b. Elective courses
 - c. Assignments
 - d. Project work


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- The medium of instruction and examination in the above components are only in English.
- The curriculum and syllabi of B.Com ODL and OL programme shall be as per the guidelines of the UGC and approved by the Academic Council and Executive Council of this Institution.
- Each academic year shall normally be for one year which is divided into two semesters. The continuous internal assessments and semester-end examinations shall follow the Academic Calendar and Examination Schedule.
- The curriculum and syllabi of ODL and OL programmes of B.Com are same as curriculum and syllabi of programmes B.Com offered in full time regular (conventional) mode under respective regulations.
- The curriculum of B.Com ODL and OL programmes shall follow the minimum prescribed credits required for the award of the degree as specified in the UGC guidelines for this programme as given below:


Programmes	Minimum Prescribed Credits
Bachelor of Commerce (B.Com)	120

The norms for delivery of courses offered through ODL mode are as follows:

S.No.	Credit Value of the Course	Size of SMLs Range (in terms of units)	No. of Assignments	No. of Counseling Sessions Theory (10 percent of Total Study Hours) (hrs.)	Study Hours of Learner (hrs.)
1	2	6-10	1	6	60
2	4	14-20	2	12	120
3	6	20-28	3	18	180
4	8	30-34	4	24	240

D. DELIVERY OF ONLINE MATERIALS

As per UGC guidelines, Learning Materials are delivered through LMS (Learning Management System) platform with 4 Quadrant approach. Unit wise CIA (Continuous internal Assessment) is designed as per Blooms Taxonomy assessment


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recommendations and conducted online using LMS Platform as per the semester requirement of the course.

Quadrant I: e-Tutorial with audio, animation, simulation and video materials

Quadrant II: Lecture notes in the PDF, video demonstrations, interactive chats, web links, open-source simulators, case studies and role-plays will be provided as per the course needs.

Quadrant III: Discussion Forums, Feedback Forums, Helpdesk for Doubts clearing Sessions for every course unit will be coordinated by the coordinator and conducted by the respective faculties.


Quadrant IV: Self-Assessment like MCQ, Quizzes, Assignments, FAQ on course units, Clarification post assessment discussion forums.

Norms for Delivery of Courses in Online Mode

S.No.	Credit value of the course	No. of Weeks	No. of Interactive Sessions		Hours of Study Material		Self-Study hours including Assessment etc.	Total Hours of Study (based on 30 hours per credit)
			Synchronous Online Counselling/ Webinars/ Interactive Live Lectures (1 hour per week)	Discussion Forum/ asynchronous Mentoring (2 hours per week)	e-Tutorial in hours	e-Content hours		
1	2 credits	6 weeks	6 hours	12 hours	10	10	22	60
2	4 credits	12 weeks	12 hours	24 hours	20	20	44	120
3	6 credits	14 weeks	14 hours	28 hours	30	30	66	180
4	8 credits	16 weeks	16 hours	32 hours	40	40	88	240

E. ASSESSMENTS AND EXAMINATIONS


- The weightage for different components of assessments for programmes offered through ODL mode shall be as under:
 - a) Formative Assessment (Continuous Internal Assessment) : 30 %.
 - b) Summative assessment (End Semester Examination) : 70 %


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For project work the assessment pattern is as follows:

Review of Project Work		Dissertation & Viva-Voce	
Component	Marks	Component	Marks
First Review	5	Presentation	15
Second Review	10	Content Originality	15
Third Review	15	Study/Model and Analysis Validity	15
		Findings & Conclusion	15
		Future Scope	10
Total	30		70

- End Semester Assessment Pattern for Open and Distance Learning Mode: All End Semester Examinations or Term-End Semester for programmes offered through Open and Distance Learning mode shall be conducted through proctored examination (online testing) within Territorial Jurisdiction, in the examination centre located in the headquarters (AMET Deemed to be University Campus, Chennai). The Exams shall be under the direct control and responsibility of the University.
- End Semester Assessment Pattern for Online Learning Mode: The Examinations for online learning mode shall be conducted using the technology-enabled to conduct an online test with all the security arrangements ensuring transparency and credibility of the examinations, or through the Proctored Examination and in conformity with any other norms for such examination as may be laid down by the Commission.
- Appearing for semester-end theory examination for each course is mandatory and a student should secure a minimum 40% marks for BBA and B.Com programmes, in each course in semester-end examination for the successful completion of the course.
- The components of continuous assessment for theory and practical courses shall be finalized in the first-class committee meeting.
- For the first attempt of the arrear theory examination, the internal assessment marks scored for a course during the first appearance shall be considered for grading along with the marks scored in the semester-end arrear examination. From the subsequent appearance onwards, full weightage shall be assigned to the marks scored in the semester-end examination to award grades and the internal assessment marks secured during the course of study shall not be considered.


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The procedures followed for awarding marks and fixing grades for ODL programmes such as BBA & B.Com are the same as for programmes offered in the regular (conventional) mode.

F. PASSING, DECLARATION OF RESULTS AND GRADE SHEET

- All assessments for a course shall be made on absolute marks basis. However, the Class Monitoring Committee without the student members shall meet within 5 days after the End Semester Examination and analyse the performance of students in all assessments of a course and award letter grades. The letter grades and the corresponding grade points for B.Com are as follows:

Letter Grades	Grade Points	Percentage of Marks
O (Outstanding)	10	100
A+ (Excellent)	9.0 – 9.9	Marks ≥ 90 and Marks ≤ 99
A (Very Good)	8.0 – 8.9	Marks ≥ 80 and Marks ≤ 89
B+ (Good)	7.0 – 7.9	Marks ≥ 70 and Marks ≤ 79
B (Above Average)	6.0 – 6.9	Marks ≥ 60 and Marks ≤ 69
C (Average)	5.0 – 5.9	Marks ≥ 50 and Marks ≤ 59
P (Pass)	4.0 – 4.9	Marks ≥ 40 and Marks ≤ 49
RA (Re-Appear)	0.0 – 3.9	Marks < 40
AB (Absent)	0	Absent

Grade Point Average (G.P.A.)

$$= \frac{\text{Sum of multiplication of grade points and the credits of the courses (Total Credit Points)}}{\text{Sum of the credits of the courses (passed) in a semester (No. of Credits)}}$$

* G.P.A. and No. of Credits will not be displayed for Students who have not cleared all the courses.

Marks

Maximum CIA (Continuous Internal Assessment)	30
Maximum ESE (End Semester Examinations)	70


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- A student who earns a minimum of five grade points, declared to have successfully completed the course. Such a course cannot be repeated by the student for improvement of grade.
- The results, after awarding of grades, shall be signed by the Chairman of the Class Committee and declared by the Controller of Examinations.
- Within one week from the date of declaration of result, a student can apply for revaluation of his / her semester end theory examination answer script more courses, on payment of prescribed fee to the Controller of Examinations.
- After results are declared, grade report shall be issued to each student, which contains the following details:
 - a. List of courses along with course code enrolled during the semester / arrear courses, if any;
 - b. Marks secured (CIA, ESE & Total);
 - c. Passing Minimum;
 - d. Grade Point Semester Wise Grade Point Average (GPA) of all courses enrolled from first semester onwards, if completed for the semester
 - e. Result
- GPA is the ratio of the sum of the products of the number of credits of courses registered and the grade points courses, taken for all the courses, to the sum of the number of credits of all the courses in the semester.

Grade Point Average (G.P.A.)


$$= \frac{\text{Sum of multiplication of grade points and the credits of the courses (Total Credit Points)}}{\text{Sum of the credits of the courses (passed) in a semester (No. of Credits)}}$$

* G.P.A. and No. of Credits will not be displayed for Students who have not cleared all the courses.

- The formula for the conversion of CGPA to the equivalent percentage of marks is as follows:

$$\text{Percentage Equivalent of Marks} = \text{CGPA} \times 10$$

- After successful completion of the programme, the Degree shall be awarded upon fulfilment of curriculum requirements and classification based on CGPA as follows:


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Classification	CGPA
First Class with Exemplary	9.0 CGPA and Above (First Attempt within stipulated Time and no break of study)
First Class with Distinction	7.5 CGPA and Above (First Attempt within stipulated Time and no break of study)
First Class	6 CGPA and Below 7.5 CGPA
Second Class	5.0 and Below 6 CGPA

- For the purpose of classification, the CGPA shall be rounded to two decimal places. For the purpose of comparison of the performance of students and ranking, CGPA will be considered up to three decimal places.

G. POWER TO MODIFY THE REGULATION

Academy of Maritime Education and Training (AMET) Deemed to be University's Academic Council has the RIGHT and POWER TO MODIFY any of the above regulations from time to time as per the guidelines.


VII. Requirement of the laboratory support and Library resources:

Students registered in the ODL programme and who desire to avail themselves of library facilities will be permitted to make use of the Exclusive Library earmarked for ODL programmes in the University and also they will be permitted to use the main University Library. Additional online resources are also provided via the Learning Management System, with access to eLibrary.

Courses that require Laboratory support shall be provided with online virtual lab and lab simulation tools and software, to allow students to practice accordingly.

VIII. Cost estimate of the programme and the provisions:

The Finance Committee will set aside budgetary provisions towards Programme Development, Programme Delivery, Programme Maintenance. Once the programs are operational, fee receipts from the program may be used to cover the same, as per the guidance of the Syndicate and Finance Committee.


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IX. Quality assurance mechanism and expected program outcomes

- a. Review Mechanism for Programme
- b. Course Benchmarking
- c. Mechanism for Monitoring Effectiveness.


The IQAC is striving to bring newer initiatives pertaining to research, campus development, ICT adoption in teaching, providing better focus for the research scholars through workshops, coordinating Academic and Administrative Audit of the University, etc. At the end of every academic year, the University conducts assessment of the curriculum / course/ academic programme by students. The assessment focuses on broad areas like 1) reasons for selecting courses, 2) facilities available in the Departments, 3) quality of the syllabus, 4) internal assessment evaluation, 5) quality of the teacher in terms of regularity to classes, command over language, encouragement of students in the classes, completion of syllabus and 5) rating of the programme and the Department. This feedback contributes to the academic radar prepared by the IQAC.

Towards the Quality Assurance Mechanism for ODL Programs, the University shall establish a Centre for Internal Quality Assurance exclusively for programmes in the Open and Distance Learning mode and follow the Quality Assurance Guidelines on learning materials in multiple media, human resources, curriculum and pedagogy, as specified in the UGC ODL Regulations.

The CIQA will be required to conduct training and capacity building of teaching and administrative staff and counselors at regular intervals.

The University IQAC's cell shall work closely with the CIQA to develop Feedback mechanisms, to allow for Program and Process Review on a regular basis. 360 Degree feedback, from Students, Faculty, Counsellors and Admin Staff shall be processed, and suggestions and improvements incorporated accordingly.

The Course shall be benchmarked with the Courses conducted in campus, for full time students, in order to ascertain the quality. Students Learning outcomes as measured in the exam's and test shall be compared on a regular basis. Post completion of a Degree Program, students will be regularly polled / interviewed using email feedback surveys, to measure impact of the program on their professional and academic lives. These indicators shall be used to constantly improve upon the programs, and make them at par industry standards and expectations.


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ANNEXURE - DETAILED SYLLABI



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

Centre for Open and Distance Education

Bachelor of Commerce (B.Com)

Detailed Syllabus

Semester – I



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CBCS SYLLABUS (2023-2024)

B.Com

PROGRAM	B.Com											
Course Code: CDOEBC101D	Course Name: Business Mathematics							L	T	P	C	
								4	0	0	4	
Year and Semester	I (I Semester)											
Course category	Foundation Course											
Course Objective	<ol style="list-style-type: none"> To create an understanding of Statistical concepts in solving business-related problems. To analyze statistical problems using SPSS 											
Course Outcome	<p>The Students will be able to</p> <ol style="list-style-type: none"> Summarize introduction to business Mathematics Examine the Basic theory of matrices, determinants, and set theory Apply the significance of finance in mathematics Examine linear programming and its uses. Know the concept of Interpolation techniques. Solve mathematical problems related to business 											
	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PSO1	PSO2	PSO3	PSO4	
CO1	3	2	2	2	3	3	3	3	1	3	3	
CO2	3	2	3	2	2	2	1	3	2	2	3	
CO3	3	2	3	3	2	2	2	3	2	2	3	
CO4	3	3	2	3	3	2	3	3	1	3	3	
CO5	3	2	2	3	2	3	2	3	2	3	3	
CO6	3	2	2	3	2	3	3	3	1	2	2	
AVERAGE	3	2.1	2.3	2.6	2.3	2.5	2.3	3	1.5	2.5	2.8	
Correlation Levels	1. Slight (Low)				2. Moderate (Medium)				3. Substantial (High)			



CBCS SYLLABUS (2023-2024)

B.Com

UNIT 1 : MATRICES AND DETERMINANTS

Types of matrices; Algebra of matrices Properties of determinants; calculations of values of determinants upto third order; Adjoint of a matrix, elementary row and column operations; solution of a system of linear equations having unique solution and involving not more than three variables.

UNIT 2: SET THEORY

Introduction - Sets and Its elements - Representation of a set - Some standard sets - Types of Sets - Operation on Sets - De-morgan Law's - Symmetric Difference of Sets - Cardinal number of a set - Order pairs and Cartesian Product of Two sets.

UNIT 3 : MATHEMATICS FOR FINANCE

Normal and Effective Rates of Interest - Equation of Value of Money - Simple - Compound and Continuous Discounting - Depreciation- Present Value of an Annuity- Present Value of an Annuity Due - Present Value of Deferred Annuity Amount of Annuity.

UNIT 4 : LINEAR PROGRAMMING

Advantages of using Linear Programming - Limitations of Linear Programming - Application Areas of Linear Programming - General Mathematical Model of Linear Programming Problem.

UNIT 5: INTERPOLATION AND APPROXIMATION

Interpolation with equal intervals: Newton's forward and backward difference formulae. Interpolation with unequal intervals: Lagrange's interpolation – Newton's divided difference.

TEXT BOOKS :

1. Business Mathematics, D.C. Sancheti, V.K. Kapoor., Published by Sultan Chand & Sons (P) Ltd. (2012)
2. Business Mathematics- Kashyap Trivedi, Pearson Education India
3. Numerical Methods – T. Veerarajan Tata McGraw-Hill Education.

REFERENCES :

1. Business Mathematics & Statistics, B.M Aggarwal., published by, 2nd Edition Ane books pvt ltd.
2. Business Mathematics and Statistics- Andy Francis, Cengage Learning EMEA



CBCS SYLLABUS (2023-2024)

B.Com

PROGRAM	B.Com														
Course Code: CDOEBC103D	Course Name :		L	T	P	C									
	Communication Skills-I		0	0	2	1									
Year and Semester	I Year (I Semester)														
Course Category	Course Category														
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:														
	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	
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



CBCS SYLLABUS (2023-2024)

B.Com

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)



CBCS SYLLABUS (2023-2024)

B.Com

PROGRAM	B.Com											
Course Code: CDOEBC104D	Course Name :						L	T	P	C		
	Financial Accounting - I						4	1	0	4		
Year and Semester	I (I Semester)											
Course Category	Core											
Course Objective	<ol style="list-style-type: none"> To help students to understand the point of accounting and need for it and explore the fundamental accounting principles. To make students to understand the preparation of final accounts To help students to understand the importance of methods of depreciation To help students to understand the ways of committing errors in accounting and procedure to rectify it. To make students to understand the methods of single entry system, and about the differences between single entry systems and double entry system. 											
Course Outcome	<p>The Students will be able to</p> <ol style="list-style-type: none"> Apply the basics of financial accounting Prepare final accounts of a sole trading concern Explain the classification of errors Apply the need and methods of depreciation Explain how to prepare accounts as per single entry. Make use of the Accounting concepts and conventions. 											
	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PSO1	PSO2	PSO3	PSO4	
CO1		2	1	1	1	1	1	1	1	1	2	
CO2	2	2	2	1	1	1	1	1	1	1	1	
CO3	3	3	3	3	3	2	3	3	3	2	3	
CO4	3	3	3	3	3	3	3	2	3	2	3	
CO5	2	3	3	3	2	1	1	2	2	3	2	
CO6	2	3	2	3	2	2	3	3	2	2	2	
Average	2.17	2.67	2.33	2.33	2	1.67	2	2	2	1.83	2.17	
Correlation Levels		1. Slight (Low)				2. Moderate (Medium)			3. Substantial (High)			



CBCS SYLLABUS (2023-2024)

B.Com

UNIT 1: FINANCIAL ACCOUNTING

Meaning and scope of Accounting, Basic Accounting Concepts and Conventions – Objectives of Accounting – Accounting Transactions – Double Entry Bookkeeping – Journal, Ledger, Preparation of Trial Balance – Preparation of Cash Book, Users of Accounting Information

UNIT 2: PREPARATION OF FINAL ACCOUNTS OF A SOLE TRADING CONCERN

Preparation of final accounts - Adjustments – Closing Stock, Outstanding and Prepaid Items, Accrued and Income received in Advance, Depreciation, Provision for Bad Debts, Provision for Discount on Debtors, Interest on Capital and Drawings, Loss of Stock due to Fire, Managerial Remuneration

UNIT 3: CLASSIFICATION OF ERRORS

Meaning of Accounting errors, Types Of errors in Accounting, Rectification of errors – Preparation of Suspense Accounts, Bank Reconciliation Statement

UNIT 4: DEPRECIATION AND SCHEDULE III OF COMPANIES ACT

Meaning, Causes, Types – Straight Line Method – Written Down Value Method (including Change in Method) Introduction of Companies Act 2013, Schedule III Format (Preparation Of Financial statement)

UNIT 5: SINGLE ENTRY

Meaning, Features, Defects, Differences between Single Entry and Double Entry System – Statement of Affairs – Conversion Method (Simple Problems).

TEXT BOOKS

1. Financial Accounting, T.S.Reddy, A.Murthy, Publisher: Margham Publishers
2. Fundamentals of Advanced Accounting (Financial Accounting) – Volume I, R.S.N Pillai, Bagavathi, S.Uma, Publisher: Sultan Chand & co.,

REFERENCE

1. An Introduction to Accountancy, S.N.Maheswari, Publisher: Vikas Publishing House.
2. Advance Accounts Volume 1 M.C. Sukula & T.S. Gravwal S.C. Gupta



CBCS SYLLABUS (2023-2024)

B.Com

Course Code: CDOEBC105D	Course Name : Introduction to Shipping Business							L	T	P	C
								4	0	0	4
Year and Semester	I (II Semester)										
Course Category	Core										
Course Objective	<ol style="list-style-type: none"> To get an introduction to the shipping industry. To learn the basic specifications of a ship To learn about the classification of cargoes and ships To get an insight about shipping practitioners and their organizations To learn about the relationship between trading and shipping. To gain knowledge on shipping, classification of cargoes, and shipping practitioners 										
Course Outcome	<p>The Students will be able to</p> <ol style="list-style-type: none"> Apply the functioning of the shipping industry. Distinguish the different specifications of a ship Classify the different classifications of cargoes and ships Relate to the roles of shipping practitioners and their organizations Apply the relationship between trading and shipping. Apply the functioning of shipping business 										
	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PSO1	PSO2	PSO3	PSO4
CO1	3	2	2	2	3	3	3	3	1	3	3
CO2	3	2	3	2	2	2	1	3	2	2	3
CO3	3	2	3	3	2	2	2	3	2	2	3
CO4	3	3	2	3	3	2	3	3	1	3	3
CO5	3	2	2	3	2	3	2	3	2	3	3
CO6	3	2	2	3	2	3	3	3	1	2	2
AVERAGE	3	2.1	2.3	2.6	2.3	2.5	2.3	3	1.5	2.5	2.8
Correlation Levels		1. Slight (Low)				2. Moderate (Medium)			3. Substantial (High)		



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CBCS SYLLABUS (2023-2024)

B.Com

UNIT1: INTRODUCTION TO SHIPPING

Scope of shipping business, Function of shipping, Challenges facing the shipping industry. Commercial Geography: Continents, Countries, Oceans, Seas, Maritime Canals, Concept of Sectors and Trade Lanes.

UNIT2: BASIC SPECIFICATIONS OF A SHIP

LOA, LWL, LBP, Beam, DWT, GT, Draught, Hull, Ballast, Types and methods of tonnage measurement, Concept of Displacement, Load Lines.

UNIT 3: CLASSIFICATION OF CARGOES & SHIPS

Dry Bulk Cargoes, Liquid Bulk Cargoes, General Merchandise, Unitization of Cargoes, Containerization of Cargoes-Types of Containers. Classification of Ships: Bulk Carriers-Handy, Handy max, Panamax, Supramax, Cape Size; Tankers-LR, MR, VLCC, ULCC, Aframax, Suezmax; Container Ships.

UNIT4: SHIPPING PRACTITIONERS & THEIR ORGANIZATIONS

Ship Owners, Ship Operators, Ship Agents, Ship Brokers, Ship Financiers, Ship Chandlers, Ship Insurers, Maritime Administrators, Ship Classification Societies, Ship Builders, Freight Forwarders, NVOCC's.

UNIT5: RELATIONSHIP BETWEEN TRADING AND SHIPPING

Trading Process, Involvement of shipping documents in the Trading Process, INCOTERMS & shipping related responsibilities of seller and buyer for various INCOTERMS, Carriage of Goods by Sea Acts 1971 & 1992.

TEXT BOOKS:

1. Elements of shipping, Alan Branch, Publisher: Sterling/ Routledge
2. Commercial Shipping Handbook, Peter Bro die, Publisher: Lloyd's of London Press

REFERENCE:

1. The Business of Shipping, Lane C. Kendall and James J.Buckley, Publisher: Cornell Maritime Press
2. Introduction to Shipping- Witherby Shipping Business



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PROGRAM	B. Com				
Course Code: CDOEBC106D	Course Name: Introduction to Logistics	L	T	P	C
		4	0	0	4
Year and Semester	1 st Year (II Semester)				
Course Category	Core				
Course Objective	<ol style="list-style-type: none"> 1. To introduce the students to the concepts of logistics 2. To make students understand the relationship between logistics and customer service. 3. To learn the significance of global logistics 4. To understand the concept of warehousing and transportation. 5. To make students to understand role of logistics in EXIM. 				
Course Outcome	<p>The students will be able to</p> <ol style="list-style-type: none"> 1. Recall the concepts of logistics. 2. Distinguish the relationship between logistics and customer service. 3. Understand the significance of global logistics. 4. Apply the concept of warehousing and transportation. 5. Understand role of logistics in EXIM. 6. Illustrate the significance of logistics. 				



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	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PSO1	PSO2	PSO3	PSO4
CO1	1	2	1	1	1	1	1	1	1	1	2
CO2	2	2	2	1	1	1	1	1	1	1	1
CO3	3	3	3	3	3	2	3	3	3	2	3
CO4	3	3	3	3	3	3	3	2	3	2	3
CO5	2	3	3	3	2	1	1	2	2	3	2
CO6	2	3	2	3	2	2	3	3	2	2	2
AVERAGE	2.17	2.67	2.33	2.33	2	1.67	2	2	2	1.83	2.17
Correlation Levels			1. Slight (Low)			2. Moderate (Medium)			3. Substantial (High)		

Unit-I: Introduction to Logistics:

History of Logistics Need for logistics-Cost and Productivity, cost saving & Productivity improvement. Logistics, Cost, reduction in logistics cost, benefits of efficient Logistics, Principles of Logistics, Technology & Logistics -Informatics, Logistics optimization. Listing of Sub-sectors of Logistics

Unit-II: Logistics and Customer Service

Definition of Customer Service Elements of Customer Service-Phases in Customer Service-Customer Retention -Procurement and Outsourcing -Definition of Procurement/Outsourcing -Benefits of Logistics Outsourcing -Critical Issues in Logistics Outsourcing

Unit-III: Global Logistics

Global Logistics -Global Supply Chain -Organizing for Global Logistics-Strategic Issues in Global Logistics - Forces driving Globalization -Modes of Transportation in Global Logistics Barriers to



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Global Logistics -Markets and Competition -Financial Issues in Logistics Performance -Integrated Logistics - Need for Integration - Role of 3PL&4PL.

Unit-IV: Warehousing and Transportation

- a) Warehouse: Warehouse-Meaning, Types of Warehouses Benefits of Warehousing.
- b) Transportation-Meaning; Types of Transportations, efficient transportation system and Benefits of efficient transportation systems.
- c) Courier/Express -Courier/Express-Meaning, Categorization of Shipments, Courier Guidelines, Pricing in Courier -Express Sector for international and domestic shipping.
- d) E-Commerce -Meaning, Brief on Fulfillment Centers, Reverse logistics in e-commerce sector, Marketing in e-commerce and future trends in e-commerce.

Unit-V: EXIM

- a) EXIM: Brief on EXIM/FF & CC, Multi-modal transportation, brief on customs clearance, bulk load handling and brief on trans-shipment.
- b) Supply chain. c) Cold chain.
- d) Liquid Logistics. e) Rail Logistics.

TEXTBOOKS

1. Fundamentals of Logistics Management (The Irwin/McGraw-Hill Series in Marketing), Douglas
2. Lambert, James R Stock, Lisa M. Ellram, McGraw-Hill/Irwin, First Edition, 1998. Vinod V.
3. Sople (2009) Logistic Management (2nd Edition) Pearson Limited.

REFERENCE BOOKS

1. Logistics Management for International Business: Text and Cases, Sudalaimuthu & Anthony Raj, PHI Learning, First Edition, 2009.
2. Fundamentals of Logistics Management, David Grant, Douglas M. Lambert, James R.



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PROGRAM	B.Com				
Course Code: CDOEBC107D	Course Name: Business Economics	L	T	P	C
		4	3	1	0
Year and Semester	1 st Year I Semester				
Course Category	Core				
Course Objective	<ol style="list-style-type: none"> 1. To introduce the students to the concepts of demand and supply 2. To understand consumer theory 3. To understand the significance of production and cost 4. To know about the market structure 5. To understand the concept of direction coordination and control 				
Course Outcome	<p>The students will be able to</p> <ol style="list-style-type: none"> 1. Apply the students to the concepts of demand and supply. 2. Analyze consumer theory. 3. Utilize the principles of production and cost. 4. Illustrate the market structure. 5. To understand the concept of income distribution and factor pricing 6. Apply the concepts of economics. 				



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	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PSO 1	PSO2	PSO3	PSO4
CO1	3	3	2	2	1	1	1	2	1	1	1
CO2	3	3	1	3	2	1	1	3	2	3	2
CO3	3	3	3	3	2	2	2	3	2	3	3
CO4	3	3	3	3	3	3	3	3	3	3	3
CO5	3	3	3	3	3	3	3	3	3	3	3
CO6	3	3	3	3	3	3	3	3	3	3	3
AVERAGE	3	3	2.5	2.83	2.33	2.17	2.17	2.83	2.33	2.83	2.5
Correlation Levels			1. Slight (Low)			2.Moderate (Medium)			3. Substantial (High)		

UNIT I: INTRODUCTION

Demand and Supply: Determinants of demand, movements vs. shift in demand curve, Determinants of Supply, Movement along a supply curve vs. shift in supply curve; -Market equilibrium and price determination. b) Elasticity of demand and supply. c) Application of demand and supply.

UNIT II: CONSUMER THEORY

Ordinal Utility theory: (Indifference curve approach): Consumer's preferences; Interference curves; Budget line; Consumer's equilibrium; Income and substitution effect; Price consumption curve and the derivation of demand curve for a commodity; Criticisms of the law of demand.

UNIT III: PRODUCTION AND COST

Production: Firm as an agent of production. Concepts of Production function. Law of variable proportions; Isoquants; Return to scale. Economics and Diseconomies of scale.

Costs: Costs in the short run. Costs in the long run, Profit maximization and cost minimization. Equilibrium of the firm, Technological Change: the very long run.



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UNIT IV: MARKET STRUCTURE

Perfect Competition: Assumption; Theory of a firm under perfect competition; Demand and Revenue; Equilibrium of the firm in the short run and long run, the long run industry supply curve: increasing, decreasing and constant cost industry. Allocation efficiency under perfect competition

Monopoly: Short-run and long-run equilibrium of monopoly firm; Concept of supply curve under monopoly; Allocation inefficiency and dead-weight loss monopoly; Price discrimination.

Imperfect Competition: Difference between perfect competitions, monopoly, and imperfect competition.

Monopolistic Competition: Assumption; Short – run Equilibrium; Long run Equilibrium; Concepts of excess capacity; Empirical relevance.

Oligopoly: Causes for the existence of oligopolistic firms in the market rather than perfect **Competition;** Cooperative vs. Non cooperative Behaviour and dilemma of oligopolistic firms.

UNIT V: INCOME DISTRIBUTION AND FACTOR PRICING

Demand for factors. Supply of factor, backward bending supply curve for labour concepts of economic rent; Functional Distribution of Income.

TEXT BOOK:

1. Managerial Economics, Dwivedi, D.N, Publisher: Vikas Publishing House PvtLtd.
2. Managerial Economics, Varshney. R.L. and Maheshwari. K.L., Publisher: Prentice Hall of India
3. Business Economics, K. JothiSivagnanam, R. Srinivasan, Publisher: Tata McGraw Hill
4. Managerial Economics- Petersen / Jain, Pearson Education India

REFERENCE BOOKS:

1. Salvatore, D. Schaum's, Outline of Theory and Problems of Microeconomic Theory, McGraw-Hill, International Edition, New Delhi.
2. Ahuja, H.L., Business Economics, S. Chand & Co., New Delhi.
3. Pindyck, R.S., and D.L. Rubinfeld, Microeconomics, Prentice-Hall of India Pvt. Ltd.
4. Deepashree, Business Economics, Ane Books Pvt. Ltd., New Delhi.
5. Varian, H.R., Intermediate Microeconomics: A Modern Approach, Affiliated East-West Press, New Delhi.



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PROGRAM	B.Com										
Course Code: CDOEBC108D	Course Name : Introduction to Information Technology							L	T	P	C
								4	0	0	4
Year and Semester	I (I Semester)							Contact hours per week (4 Hrs)			
Prerequisite course	NIL										
Course category	Core										
Course Objective	<ul style="list-style-type: none"> • To give the basic knowledge about computer functionalities • To provide the fundamental knowledge of computer networks • To learn the concepts of e-governance and ethical hacking. • To study the concepts of MS packages • To understand the applications of IT 										
Course Outcome	<p>At the end of the course the Students will be able to</p> <ol style="list-style-type: none"> 1. Describe the functions of computer 2. Identify the different types of network communication with real time applications 3. Demonstrate the concepts of E-Governance and Ethical hacking 4. Apply the Microsoft office packages 5. Identify the application of IT in various sectors 6. Analyze the basic structure of computer 										
	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PSO1	PSO2	PSO3	PSO4
CO1		2	1	1	1	1	1	1	1	1	2
CO2	2	2	2	1	1	1	1	1	1	1	1
CO3	3	3	3	3	3	2	3	3	3	2	3
CO4	3	3	3	3	3	3	3	2	3	2	3
CO5	2	3	3	3	2	1	1	2	2	3	2
CO6	2	3	2	3	2	2	3	3	2	2	2
Average	2.17	2.67	2.33	2.33	2	1.67	2	2	2	1.83	2.17
Correlation Levels			1. Slight (Low)				2. Moderate (Medium)			3. Substantial (High)	



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UNIT 1: INTRODUCTION TO COMPUTER

Introduction to computers: Basic components and functioning of the computers – Evolution of computers – Characteristics and uses of computers – Types of computers – Types of Hardware – Types of Software-Types of Memory – files and directories.

UNIT 2: COMPUTER NETWORK AND OPERATING SYSTEM

Computer and Communication: Types – needs – Communication Media – Network topologies– Operating system: Basics – function of operating system – classification of operating system.

UNIT 3: E-GOVERNANCE AND ETHICAL HACKING

E-Governance: Introduction- Needs – Scope - Issues- Applications of E-Governance, Ethical Hacking: Introduction- Hacking Methodology- Ethical Hacking Laws and Tests.

UNIT 4: OFFICE AUTOMATION

MS-Word: Introduction-formatting with documents-working with table -chart-working with graphics-mail merge- MS Excel: Introduction-working and formatting with worksheets-formulas – functions-charts, MS Power Point: Getting Started with PowerPoint-Working with List and Graphs-Enhancing a Presentation -Finalizing a Presentation, MS Access: Introduction – working with database and tables- queries-forms-reports.

UNIT 5: APPLICATIONS OF IT

Societal Impacts Of Information Technology: World Wide Web –HTTP – HTTPS – Email - Social networks: Face book, Twitter, LinkedIn, WhatsApp - Advantages and limitations - Privacy, security and integrity of information – Intellectual Property rights - Careers in Information technology.

TEXT BOOKS:

1. Sinha P.K., Computer Fundamentals, BPB Publishing.
2. E-Governance: Concepts and Case Studies, C.S.R. Prabhu, Prentice-Hall of India Private Limited, 2004.
3. Michael T. Simpson, Kent Backman, James E. “Corley, Hands-On Ethical Hacking and Network Defense”, Second Edition, CENGAGE Course.

REFERENCES :

1. Andrew S.Tanenbaum, "Computer Networks", 4th Edition, Prentice Hall of India,2003.
2. Introduction to Information Technology - Alexis Leon, Mathews Leon, and Leena Leon, Vijay Nicole Imprints Pvt. Ltd., 2013.
3. Microsoft Office 2007 Bible - John Walkenbach, Herb Tyson, Faithe Wempen, Cary N.Prague,Michael R.groh,Peter G.Aitken, and Lisa a.Bucki -Wiley India pvt. ltd



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PROGRAM	B.Com				
Course Code:	Course Name:	L	T	P	C
CDOEBCE1D	Corporate Communication	4	3	1	0
Year and Semester	1 st Year I Semester				
Course Category	Core				
Course Objective	<ol style="list-style-type: none"> 1. To understand the scope business communication 2. To gain knowledge about business communication channels 3. To study about the business writing 4. To familiarize the business transactions through telephone 5. To understand the business and corporate writing skills 				
Course Outcome	<p>The student will be able to</p> <ol style="list-style-type: none"> 1. Explain the fundamentals of business communication 2. Evaluate the channels of business communication 3. Discuss the process of business writing 4. Appraise the telephonic business transaction 5. Adapt the corporate writing skills 6. Examine the effective communication process for business sustainability 				

	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PSO1	PSO2	PSO3	PSO4
CO1	3	1	3	1	3	3	1	2	2	2	2
CO2	3	2	3	3	3	2	2	2	3	2	2
CO3	3	2	3	3	2	1	1	2	3	3	2
CO4	3	2	3	3	2	2	2	2	3	3	3
CO5	3	3	3	3	2	2	2	2	3	3	3
CO6	3	2	3	3	2	3	2	2	3	2	3
AVERAGE	3.00	2.00	3.00	2.67	2.33	2.17	1.67	2.00	2.83	2.50	2.50



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Correlation Levels	1. Slight (Low)	2.Moderate Medium)	3. Substantial (High)
UNIT 1 : BUSINESS COMMUNICATION Basic Principles of Communication: Introduction, Understanding Communication, the Communication Process, Barriers to Communication, the Importance of Communication in the Workplace.			
UNIT 2 :TYPES AND CHANNELS OF COMMUNICATION Introduction, Types of Communication, Classification of Communication Channels, communication network in organizations			
UNIT 3 : BUSINESS WRITING Standard Business Letters, Answering Enquiries, Handling Letters of Complaint, Drafting E-mail for Business Correspondence. Non Receipt of a Letter Sent through Registered Post, Non Receipt of Money Sent through Money Order, Change in Residential Address, A New Telephone Connection, Shifting of Telephone, Frequent Disorder of Telephone			
UNIT 4 : BUSINESS TRANSACTIONS OVER TELEPHONE Telephone Manners in Business Situations, Handling Customer Orders and Enquiries, Making Appointments, Canceling or Postponing Appointments, Handling Complaint Calls, Handling Delivery and After-Sales Problems, Asking for and Giving Information			
UNIT 5 : GENERAL WRITING SKILLS& CORPORATE WRITTEN COMMUNICATION Essays in 250 words, Descriptive Paragraphs in 150 words. Corporate Written Communication: Various types of communications used by Corporates viz. Agenda, minutes, notification, circulars, memo, reports, and Director's statement, abstract.			
TEXT BOOKS : 1. Business Communication, K.Sundar, A. Kumara Raj, Publisher: Vijay Nicole Imprints Pvt Ltd collaborationwith Tata McGraw Hill Education Pvt Ltd. 2. Business Communication Today, 11th edition, Courtland L. Bovee, John V. Thill, Barbara E. Schatzman, Publisher: Prentice Hall.			
REFERENCE 1. Interface 2, Publisher: Cambridge University Press			



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PROGRAM	B.Com Logistics and Computer Applications											
Course Code CDOEBCE2D	Course Name : Organisational Behavior						L	T	P	C		
							3	0	0	3		
Year and Semester	I (I Semester)											
Course category	Core											
Course Objective	<ol style="list-style-type: none"> To understand the scope of management To learn about the functions of management To study about the leadership styles. 											
Course Outcome	<p>The student will be able to</p> <ol style="list-style-type: none"> Learn about the nature of management; Understand the importance of planning and organizing; Learn how to direct and control managerial activities; Learn about personality and organizational behavior; Understand the importance and need for motivation; Apply the managerial theories in organization. 											
	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PSO1	PSO2	PSO3	PSO4	
CO1		2	1	1	1	1	1	1	1	1	2	
CO2	2	2	2	1	1	1	1	1	1	1	1	
CO3	3	3	3	3	3	2	3	3	3	2	3	
CO4	3	3	3	3	3	3	3	2	3	2	3	
CO5	2	3	3	3	2	1	1	2	2	3	2	
CO6	2	3	2	3	2	2	3	3	2	2	2	
Average	2.17	2.67	2.33	2.33	2	1.67	2	2	2	1.83	2.17	
Correlation Levels		1. Slight (Low)				2. Moderate (Medium)			3. Substantial (High)			
UNIT 1 : NATURE OF MANAGEMENT												
<p>Concept, Nature and Evolution of Management Thought: Early contributors, Schools of Management Thought: Scientific Management School, Fayol's Contribution, Managerial levels, managerial skills, Contingency theory of management; Social and Ethical issues in management, Challenges of managing 21st century corporations/organization</p>												
UNIT 2 : MANAGERIAL FUNCTIONS												
<p>Planning - concept, importance, types, 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,</p>												



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departmentation, decentralization, Span of Control. General principles of directing, MBO, MBE models. Controlling: Concept, Importance of controlling, Types of control, Steps in control process.

UNIT 3 : ORGANISATIONAL BEHAVIOUR

Introduction to Organisational behaviour -concept and significance; Contributing disciplines, Personality - Factors influencing personality –Johari’s window of Self Awareness; emotions and moods. Attitudes and values; Perception & factors distorting Perception,; Learning – Classical conditioning and operant conditioning; Motivation: Process of motivation; Theories of motivation - need hierarchy theory, theory X and theory Y, two factor theory, ERG theory, need theory, expectancy theory, equity theory.

UNIT 4 : LEADERSHIP AND GROUP DYNAMICS

Leadership: Concept; Leadership styles; Theories -trait theory, behavioral theory, Fielder's contingency theory; Harsey and Blanchard's situational theory; Managerial grid; contemporary issues in leadership Group Dynamics: Group -definition and importance, types of groups, group formation, group development, group composition, group performance factors; group decision making techniques.

UNIT 5 : ORGANISATIONAL DYNAMICS

Organizational culture: Concept, characteristics, elements of culture, creating and sustaining organizational culture. Organizational change: Concept, nature, forces for change, resistance to change, managing resistance to change, Kurt Lewin theory of change. Organizational Conflict and Negotiations: types of conflict; Functional and dysfunctional organizational conflicts; Resolution of conflict. Work stress.

TEXT BOOKS :

1. Management - Theory & Practice, C.B. Gupta, Publisher: Sultan Chand & Co
2. Principles of Management, P.N.Tripathi, Publisher: Tata Mcgraw Hill
3. Organisational Behaviour, Stephen.Robbins, Publisher: Pearson Education
4. Fundamentals of Management, Robbins, S.P. and Decenzo, D.A., Pearson Education Asia, New Delhi.

REFERENCE :

1. Organizational behaviour, F Luthans, Publisher: Tata McGraw Hill
2. Essentials of Management - Koontz and Odonell, Publisher: Tata McGraw Hill



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Course Name: B.Com

PROGRAM	B.Com										
Course Code: CDOEBC201D	Course Name: Business Statistics							L	T	P	C
								3	2	0	4
Year and Semester	I (II Semester)										
Course category	Foundation Course										
Course Objective	To create an understanding of Statistical concepts in solving business related problems.										
Course Outcome	<p>The Students will be able to</p> <ol style="list-style-type: none"> 1. Summarize introduction to business statistics 2. Examine the measures of central tendency and variation 3. Apply the significance and analysis of Time series 4. Examine the basic concept of Probability 5. Outline about the sampling procedure and some testing of hypothesis. 6. Apply statistics in business problems 										
Pos/ COs	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PSO1	PSO2	PSO3	PSO4
CO1	1	2	1	1	1	1	1	1	1	1	2
CO2	2	2	2	1	1	1	1	1	1	1	1
CO3	3	3	3	3	3	2	3	3	3	2	3
CO4	3	3	3	3	3	3	3	2	3	2	3
CO5	2	3	3	3	2	1	1	2	2	3	2
CO6	2	3	2	3	2	2	3	3	2	2	2
Average	2.17	2.67	2.33	2.33	2	1.67	2	2	2	1.83	2.17
Correlation Levels	1. Slight (Low)			2. Moderate (Medium)				3. Substantial (High)			



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Course Name: B.Com

UNIT 1 : Measures Of Central Tendency

Introduction-Meaning and definition of Statistics-Collection and tabulation of statistical data- Presentation of statistical data-Graphs and diagrams-Measures of central tendency- Arithmetic Mean, Median, Mode, Harmonic mean and geometric mean.

UNIT 2: Measures Of Variations

Measures of Variation - Standard Deviation Mean deviation - Quartile Deviation - Range-Lorenz Curve. Simple correlation – scatter diagram - Karl pearson’s correlation- Rank correlation-Regression.

UNIT 3 : Time Series Analysis

Analysis of Time series – Methods of measuring trend and seasonal variations.

UNIT 4 : Basic Concept of Probability

Probability – Addition and Multiplication Theorem – Conditional Probability – Baye’s Theorem (Without Proof) – Sample Problems.

UNIT 5 : Sampling Techniques

Sampling Procedures – Simple, Stratified, and Systematic Sampling. Hypothesis testing – Fundamental ideas – Large Sample Test –Small sample test –t, F - Chi-square (Without Proof) –Simple application.

TEXT BOOKS :

1. R. Vittal, Business Statistics –Margham Publications
2. Business Statistics & Operation Research, S.P.Gupta, P.K.Gupta, Manmohan –sultan Chand & Sons.

REFERENCES :

1. S.P.Gupta- Business Statistics, Sultan chand & Sons.
2. R.S.N. Pillai-Statistics Theory & Practics-S. Chand.



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Course Name: B.Com

PROGRAM	B.Com											
Course Code: CDOEBC202D	Course Name : Business English -II							L	T	P	C	
								2	0	0	2	
Year and Semester	I Year (II Semester)											
Course category	Fountation Course											
Course Objective	<ol style="list-style-type: none"> To engage learners in meaningful language activities to improve their LSRW skills. To help leaners 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)				



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Course Name: B.Com

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.



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Course Name: B.Com

PROGRAM	B.Com				
Course Code: CDOEBC203D	Course Name :	L	T	P	C
	Communication Skills - II	0	0	2	1

Year and Semester	I Year (II Semester)
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Course category	Foundation course
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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.
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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.
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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						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 -



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CBCS SYLLABUS 2023-2024 Regulation

Course Name: B.Com

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

1. Communication Skills. Sanjay Kumar and Pushpalatha, Oxford University Press, 2011
2. Exercises in Spoken English Part – I – III, Hyderabad, Oxford University Press.
3. <http://www.oxforddictionaries.com/words/writing-job-applications>



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CBCS SYLLABUS 2023-2024 Regulation

Course Name: B.Com

PROGRAM	B.Com											
Course Code: CDOEBC204D	Course Name :							L	T	P	C	
	Financial Accounting II							3	2	0	3	
Year and Semester	I (II Semester)											
Course category	Core											
Course Objective	<ol style="list-style-type: none"> To expose students to accounting methods of non-profit organizations To make students to get an exposure on practical accounting treatment for different types of organization. To help students to know about the accounting treatment of branch and departmental accounts. To make students to understand the concepts of Hire purchase and Installment systems To help students to know about the accounting procedure of Insurance Companies. 											
Course Outcome	<p>The Students will be able to</p> <ol style="list-style-type: none"> Summarize exposure on preparation of accounts with respect to non-trading organizations Explain how accounting is to be maintained with respect to branches Explain accounting aspects with respect to departmental accounts Apply the concept of hire purchase and installment system of buying Summarize understanding about insurance claims. Explain accounting treatment for different types of organizations 											
	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PSO1	PSO2	PSO3	PSO4	
CO1	3	3	2	2	1	1	1	2	1	1	1	
CO2	3	3	1	3	2	1	1	3	2	3	2	
CO3	3	3	3	3	2	2	2	3	2	3	3	
CO4	3	3	3	3	3	3	3	3	3	3	3	
CO5	3	3	3	3	3	3	3	3	3	3	3	
CO6	3	3	3	3	3	3	3	3	3	3	3	
AVERAGE	3	3	2.5	2.83	2.33	2.17	2.17	2.83	2.33	2.83	2.5	
Correlation Levels			1. Slight (Low)				2. Moderate (Medium)			3. Substantial (High)		



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CBCS SYLLABUS 2023-2024 Regulation

Course Name: B.Com

UNIT 1: NON- TRADING ORGANIZATIONS

Introduction, Features, Capital and Revenue Expenditure, Preparation of Receipts and Payments Account, Income & Expenditure Account and Balance Sheet of Non-Trading Organizations

UNIT 2: BRANCH ACCOUNTS

Dependent Branches – Stock and Debtors System – Distinction between Wholesale Profit and Retail Profit- Independent Branch (Foreign branches excluded)

UNIT 3: DEPARTMENTAL ACCOUNTS

Basis for allocation of expenses – Inter departmental transfer at Cost or selling price – Treatment of expenses which cannot be allocated

UNIT 4: HIRE PURCHASE AND INSTALLMENTS AND AVERAGE DUE DATE

Default and repossession – Hire Purchase trading account. Installment Purchase system. Average due date Calculations and usages

UNIT 5: INSURANCE CLAIM

Loss of Stock – Calculation of Closing Stock as on the date of Fire – Average Clause- Calculation of amount of claim Loss of Profit – Standing charges, Indemnity Period Turnover (IPTO), Standard Turnover (STO), Annual Turnover(ATO), Short sales

TEXT BOOKS:

1. R. L. Gupta & V. K. Gupta - Advanced Accounting, Sultan Chand, New Delhi.
2. T. S. Reddy & Murthy - Financial Accounting, Margham Publications, Chennai.
3. Jain & Narang - Financial Accounting, Kalyani Publishers

REFERENCE :

1. An Introduction to Accountancy, S.N.Maheswari, Publisher: Vikas Publishing House.
2. Shukla & Grewal - Advanced Accounting, S. Chand, New Delhi



CBCS SYLLABUS 2023-2024 Regulation

Course Name: B.Com

PROGRAM		B.Com										
Course Code: CDOEBC205D	Course Name Port Management	L	T	P	C							
		3	1	0	3							
Year and Semester	I (II Semester)											
Prerequisite course	Introduction to Shipping											
Course category	Core											
Course Objective	<ol style="list-style-type: none">1. To impart knowledge on port ownership and their management2. To provide knowledge on how a port functions3. To create a basic understanding on port operations4. To give an insight into the development of ports on par with technology5. To provide knowledge on regulations governing ports											
Course Outcome	<p>The Students will be able to</p> <ol style="list-style-type: none">1. Show the basic idea on the management of ports as a business entity2. Have an understanding on infrastructure facilities and services offered by a port3. Apply the different types of port ownership and management4. Apply the challenges in port operations5. Summarize understanding on how ports have transformed with the advancement in shipping technology6. Apply the legal framework for port management											
Pos/ COs	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PSO1	PSO2	PSO3	PSO4	
CO1	1	2	1	1	1	1	1	1	1	1	1	2
CO2	2	2	2	1	1	1	1	1	1	1	1	1
CO3	3	3	3	3	3	2	3	3	3	2	3	3
CO4	3	3	3	3	3	3	3	2	3	2	3	3
CO5	2	3	3	3	2	1	1	2	2	3	2	2
CO6	2	3	2	3	2	2	3	3	2	2	2	2
Average	2.17	2.67	2.33	2.33	2	1.67	2	2	2	1.83	2.17	



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Course Name: B.Com

Correlation Levels	1. Slight (Low)	2. Moderate (Medium)	3. Substantial (High)
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Unit - I: Port Ownership and Management

Port ownership structure- Types of port ownership and administration - Organizations concerning ports - Boards governing the ports - Port ownership in Indian context: Acts governing the Ports in India - Port ownership structure in India.

UNIT - II: PORT STRUCTURE AND FUNCTIONS

Definition - Types and Layout of the Ports. Main functions and features of ports: Infrastructure and connectivity - Administrative functions - Operational functions. Main services: Services and facilities for ships - Administrative formalities - Cargo transfer - Services and facilities for cargo

UNIT - III: PORT OPERATIONS

Berths and Terminals - Berth Facilities and Equipment - ship Operation – Pre-shipment planning, the stowage plan and on-board stowage - cargo positioning and stowage on the terminal - Developments in cargo/container handling and terminal operation - Safety of cargo operations - Cargo security: Measuring and evaluating performance and productivity.

Unit - IV: SHIPPING TECHNOLOGY AND PORT

Phases of port development - Development in terminal operation. Shipping technology and port- Ship development and port development - Port time and ship speed - Other technical development affecting port.

UNIT - V: REGULATORY FRAMEWORK FOR PORTS

Environment regulation: Port environmental pollution - Environmental Management System – HAZMAT (Hazardous Materials) - BWM (Ballast Water Management). Port Security: ISM, ISPS, Occupation Safety and Health Administration - ISO1400.

TEXT BOOKS :

1. Elements of shipping, Alan Branch, Publisher: Sterling/ Routledge
2. Business & Law for the Shipmaster, F.N.Hopkins, Publisher: Brown, Son & Ferguson Ltd
3. Commercial Shipping Handbook, Peter Brodie, Publisher: Lloyd's of London Press

REFERENCES :

1. Ship broking and Chartering Practice, Ihre.R&Gordon.L, Publisher: Lloyd's of London Press
2. Maritime Economics, Martin Stopford, Publisher: Routledge



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CBCS SYLLABUS 2023-2024 Regulation

Course Name: B.Com

PROGRAM	B.Com										
Course Code: CDOEBC206D	Course Name: Banking and Financial Institutions							L	T	P	C
								3	1	0	3
Year and Semester	I (II Semester)										
Course category	Core										
Course Objective	<ol style="list-style-type: none"> 1. To exposes students to the various aspects of the Indian financial system and banking, 2. Know the various issues and challenges in banking sector. 3. know the various aspects of the Indian financial system and Banking 4. Know the various issues and challenges in banking sector. 5. Know about electronic remittances 6. Know about advances and appraisal of loan proposal 										
Course Outcome	<p>The students will be able to</p> <ol style="list-style-type: none"> 1. Show the acquainted with the Indian financial system 2. Apply the different services performed by a bank 3. Outline about advances and appraisal of loan proposals 4. Examine electronic remittances 5. Summarize insight on the role of financial institutions in bringing about economic development 6. Outline about Banking Regulation Act, 1949 										
	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PSO1	PSO2	PSO3	PSO4
CO1	3	3	2	2	1	1	1	2	1	1	1
CO2	3	3	1	3	2	1	1	3	2	3	2
CO3	3	3	3	3	2	2	2	3	2	3	3
CO4	3	3	3	3	3	3	3	3	3	3	3
CO5	3	3	3	3	3	3	3	3	3	3	3
CO6	3	3	3	3	3	3	3	3	3	3	3
AVERAGE	3	3	2.5	2.83	2.33	2.17	2.17	2.83	2.33	2.83	2.5
Correlation Levels	1. Slight (Low)			2.Moderate (Medium)				3. Substantial (High)			

UNIT I BANKING SYSTEM

Banking Regulation Act, 1949 (Definition of Banking, Licensing, Opening of branches, Functions of Banks, ion) – Role of Banks in Economic Development – Central Banking and Role of RBI and



CBCS SYLLABUS 2023-2024 Regulation

Course Name: B.Com

their functions.

UNIT II COMMERCIAL BANKS

Functions – E – Banking – ATM Cards, Debit cards, Personal Identification Number – Online enquiry and update facility – Electronic Fund Transfer – Electronic Clearing System – RTGS – NEFT- IMPS - Credit Creation and Credit Control.

UNIT-III DEPOSITS & LOANS

Opening of an Account & Principles of lending – Types of Deposit Account – Types of customers (Individuals, firms, Trusts, and Companies) – Importance of customer relations – Customer grievances and redressal. Types of Loans – Precautions to be taken by a banker while lending against various securities

UNIT IV NEGOTIABLE INSTRUMENTS

Negotiable instruments – Promissory Note – Bills of Exchange, Cheque, Draft – Definitions, Features – Crossing – Endorsement – Material Alteration – Paying Banker – Rights and Duties –Statutory Protection – Dishonor of Cheques – Role of collecting banker.

UNIT V FINANCIAL INSTITUTIONS

Finance Corporation of India (IFCI); Industrial Credit and Investment Corporation of India (ICICI); State Financial Corporations (SFCs); State Industrial Development Corporations (SIDC'S);

Industrial Development Bank of India (IDBI); Industrial Investment Bank of India (IIBIL);

Unit Trust of India (UTI); Small Industries Development Bank of India (SIDBI) and NABARD.

TEXT BOOKS

1. Banking Law Theory and Practice – Sundaram and Varshney – Sultan Chand Co
2. Banking and Financial Systems – B. Santhanam (Margham Publishers)
3. Banking Law Theory and Practice – S.N. Maheswari – Kalyani Publications
4. Indian Banking – Parameswaran – S. Chand and Co.

REFERENCE BOOKS:

1. Banking Law Theory and Practice – Tanon
2. Banking Law Theory and Practice – Sherlaker & Sherlaker



CBCS SYLLABUS 2023-2024 Regulation

Course Name: B.Com

PROGRAM		B.Com										
Course Code: DOEBC207D		Course Name : Supply Chain Management						L 3	T 1	P 0	C 3	
Year and Semester		I (Semester II)										
Course category		Core										
Course Objective		<ol style="list-style-type: none"> To learn the role of supply chain in business To know significance of designing supply chain network To Comprehend revenue management in supply chain To Recognize the different methods of distribution To Comprehend the role of IT in the supply chain process 										
Course Outcome		The student will be able to <ol style="list-style-type: none"> Infer the role of supply chain in business Apply the significance of designing supply chain network Apply revenue management in supply chain Apply the different methods of distribution Comprehend the role of IT in the supply chain process Apply the significance of supply chain management 										
Pos/COs	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PSO1	PSO2	PSO3	PSO4	
CO1	1	2	1	1	1	1	1	1	1	1	2	
CO2	2	2	2	1	1	1	1	1	1	1	1	
CO3	3	3	3	3	3	2	3	3	3	2	3	
CO4	3	3	3	3	3	3	3	2	3	2	3	
CO5	2	3	3	3	2	1	1	2	2	3	2	
CO6	2	3	2	3	2	2	3	3	2	2	2	
Average	2.17	2.67	2.33	2.33	2	1.67	2	2	2	1.83	2.17	
Correlation Levels		1. Slight (Low)			2. Moderate (Medium)			3. Substantial (High)				



CBCS SYLLABUS 2023-2024 Regulation

Course Name: B.Com

UNIT I INTRODUCTION

The nature of firms, evolution of Supply Chain management. The role of Supply Chain management within organizations- Centralized vs. decentralized system. Supply Chain drivers and metrics.

UNIT II DESIGN AND DEVELOPMENT OF A SUPPLY CHAIN NETWORK

Analyzing the value and efficiency of domestic and global Supply Chains network. Supply chain integration- Bullwhip effect- Push-based, pull based systems

UNIT III PRICING AND REVENUE MANAGEMENT IN A SUPPLY CHAIN

Understanding managerial levers, hidden costs, and the impact of promotions and discounts.

UNIT IV DISTRIBUTION AND LOGISTICS IN SUPPLY CHAINS

Direct shipment/intermediate storage Policies - Vehicle routing models- Third-party logistics.

UNIT V INFORMATION TECHNOLOGY IN SUPPLY CHAIN

Enabling supply chain through IT- ERP vendor platforms- Service oriented architecture (SOA)- RFID.

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.



CBCS SYLLABUS 2023-2024 Regulation

Course Name: B.Com

PROGRAM	B.Com										
Course Code: CDOEBC208D	Course Name : Introduction to Programming							L	T	P	C
								3	0	0	3
Year and Semester	I (II Semester)										
Course category	Core										
Course Objective	<ol style="list-style-type: none"> 1. To understand the basic concepts of programming language 2. To teach the fundamental concepts of Python 3. To demonstrate operators and decision making statements 4. To understand arrays and string concepts 5. To apply Python functions for solving various problem 										
Course Outcome	<p>At the end of the course students will able to</p> <ol style="list-style-type: none"> 1. Apply the fundamentals of programming languages 2. Describe the basic concepts of Python 3. Apply operators and decision-making statements 4. Identify the usage of array and string functions 5. Demonstrate the Python functions for solving various problem 6. Analyze the basis of algorithms and problem-solving techniques 										
	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PSO1	PSO2	PSO3	PSO4
CO1	3	2	2	2	3	3	3	2	1	3	3
CO2	3	1	3	2	2	2	1	3	2	2	3
CO3	3	2	3	2	2	1	2	2	2	2	3
CO4	3	2	2	3	3	2	3	3	2	3	3
CO5	3	1	2	3	2	3	2	3	2	3	3
CO6	3	2	2	3	2	3	3	3	1	2	2
AVERAGE	3	1.6	2.3	2.6	2.3	2.5	2.3	2.6	1.6	2.5	2.8
Correlation Levels	1. Slight (Low)				2. Moderate (Medium)			3. Substantial (High)			



CBCS SYLLABUS 2023-2024 Regulation

Course Name: B.Com

UNIT I SOFTWARE DEVELOPMENT PROCESS

Software Deployment -Types of Software Deployment Strategies- Stages of software deployment- Software Deployment Methodologies..

UNIT II INTRODUCTION TO PYTHON

Keywords and Identifiers- Data types in Python- Variables in Python – Declaration and Use.

UNIT III OPERATORS AND DECISION MAKING

Operators in Python – Assignment, Logical, Arithmetic etc.- Conditional Statement-Looping

UNIT IV PYTHON COLLECTIONS (ARRAYS)

List – Tuple - Sets – Dictionary- String Manipulation – Basic Operations, Slicing

UNIT V FUNCTIONS

Built in function- User Defined Functions – Defining, Calling- Types of Functions -Arguments - Modules – Packages.

TEXT BOOKS

1. Martin C. Brown, “Python: The Complete Reference”, 4th Edition, Mc-Graw Hill, 2018.
2. Allen B. Downey, “Think Python: How to Think like a Computer Scientist”, 2nd Edition, O’Reilly Publishers, 2016.

REFERENCE BOOKS

1. Paul Deitel and Harvey Deitel, “Python for Programmers”, Pearson Education, 1st Edition, 2021.



CBCS SYLLABUS 2023-2024 Regulation

Course Name: B.Com

PROGRAM	B. Com				
Course Code: CDOEBCE3D	Course Name: Mercantile Law	L 3	T 1	P 0	C 3
Year and Semester	1 st Year (II Semester)				
Course category	Elective				
Course Objective	<ol style="list-style-type: none">1. To help the students to learn the elements of general contract.2. To understand the various contracts in business or profession3. Understand basic principles and origin in commercial law.4. To know about rules of Indian Contract Act5. Expose to elements of a valid contract.6. To understand the various contract of Agency				
Course Outcome	The students will be able to <ol style="list-style-type: none">1. Infer the principles of general contract how it is made and what are the legal implications of it.2. Understand about offer acceptance and consideration.3. Learn about free consent, capacity to contract & legality of object.4. Understand about quasi contracts and Performance of Contract.5. Learn about Contract of agency6. Apply the provisions of Indian Contracts Act 1872				



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Course Name: B.Com

	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PSO1	PSO2	PSO3	PSO4
CO1		2	1	1	1	1	1	1	1	1	2
CO2	2	2	2	1	1	1	1	1	1	1	1
CO3	3	3	3	3	3	2	3	3	3	2	3
CO4	3	3	3	3	3	3	3	2	3	2	3
CO5	2	3	3	3	2	1	1	2	2	3	2
CO6	2	3	2	3	2	2	3	3	2	2	2
Average	2.17	2.67	2.33	2.33	2	1.67	2	2	2	1.83	2.17
Correlation Levels			1. Slight (Low)			2. Moderate (Medium)			3. Substantial (High)		

UNIT-I: INDIAN CONTRACT ACT

Object of Law of Contract-The Indian Contract Act 1872-meaning and definition of contract-essential elements of a valid contract- Classification of contracts.

UNIT-II: OFFER, ACCEPTANCE, CONSIDERATION

Offer- meaning-definition-rules relating to offer-tenders-cross and counteroffer. Acceptance-meaning and definition, who can accept? - legal rules as to acceptance-communication offer and acceptance- revocation of acceptance-revocation of offer and acceptance. Consideration-meaning definition legal rules relating to consideration-stranger to contract and consideration-contracts without consideration.

UNIT-III: PARTIES CAPACITY, FREE CONSENT AND LEGALITY OF OBJECT

Minors-rules relating to agreements with minors-persons disqualified by law to enter into valid contact persons of unsound mind-Free consent- Meaning and definition of consent and free consent-coercion-Essentials of Coercion-fraud-Essentials of fraud-Misrepresentation- essentials of misrepresentation-Difference between fraud and misrepresentation-undue influence Difference between undue influence and fraud. -essentials of undue influence-mistake-types of mistakes. Legality of object-When is consideration or object unlawful and illegal agreements opposed to public policy.



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Course Name: B.Com

UNIT-IV: QUASI CONTRACT AND PERFORMANCE OF CONTRACTS

Quasi contracts-Meaning and Definition, Types of Quasi Contracts. Contingent contracts-Meaning and Definition- Rules regarding Contingent Contracts. Meaning and definition-offer to perform-contracts which need not be performed-Devolution of joint rights and liabilities-persons allowed to demand for the performance-time and place of performance-performance of reciprocal promises-time as the essence of contract-appropriation of payments-assignment of contracts.

UNIT-V: CONTRACT OF AGENCY

Agency – Definition – Creation of Agency – Kinds of Agency – Distinction between Agent and Servant – Rights and Duties of Agent – Relations of Principal with third party – Relation – Delegation – Duties and Rights of Agent – Extent of Agents Authority – Personal liability of Agent – Termination of Agent.

TEXTBOOK:

1. Kapoor N.D, Elements of Mercantile Law, Sultan Chand & Sons, New Delhi-2010
2. Balachandran V, & Thothardi, Business Law, Tata McGraw Hill Publishing Company Ltd., 2010

REFERENCE BOOKS:

1. Shukla M. C., Mercantile Law, Vikas Publishing House. New Delhi- 2010
2. Shukla M.C., Mercantile Law, Sultan Chand & Sons, New Delhi- 2009



CBCS SYLLABUS (2023 -24) Regulation

Course Name: B.Com

PROGRAM		B.Com								
Course Code: CDOEBCE4D	Course Name : Marketing Management		L	T	P	C				
			3	1	0	3				
Course category		Elective								
Course Objective		<ol style="list-style-type: none"> To provide a basic understanding of the dynamic market environment & Consumer behavior To get an introduction to marketing and its environment To learn the need for market segmentation and consumer behaviour analysis Get to know about product management and pricing decisions Learn about the need for integrated marketing communication Get to know about management of distribution function 								
Course Outcomes		<p>The Students will be able to</p> <ol style="list-style-type: none"> Understand marketing and its environment Understand the need for market segmentation and consumer behaviour analysis Apply product management and pricing decisions in business Distinguish need for integrated marketing communication Assume management of distribution function Understand the concept of marketing 								
	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PSO1	PSO2	PSO3
CO1	3	3	2	2	1	1	1	2	1	1
CO2	3	3	1	3	2	1	1	3	2	3
CO3	3	3	3	3	2	2	2	3	2	3
CO4	3	3	3	3	3	3	3	3	3	3
CO5	3	3	3	3	3	3	3	3	3	3
CO6	3	3	3	3	3	3	3	3	3	3
AVERAGE	3	3	2.5	2.83	2.33	2.17	2.17	2.83	2.33	2.83
Correlation Levels		1. Slight (Low)			2. Moderate (Medium)			3. Substantial (High)		
UNIT 1 : INTRODUCTION TO MARKETING AND MARKETING ENVIRONMENT										9 hours



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Course Name: B.Com

Definition of Market and Marketing, Core Concepts of Marketing, Marketing and Selling (concepts and differences). Marketing Environment: Elements of Company's Micro and Macro environment.

UNIT 2 :MARKET SEGMENTATION AND CONSUMER BEHAVIOUR

Concept, Needs, Variables/Bases for Segmenting Consumer Market, Attributes of Effective Segmentation, Concept of Target Market and Selection of Target Market. Consumer Behavior: Buying situations, Roles in consumer decision making, the consumer decision-making process, Tools to study buyer behavior.

UNIT 3 :PRODUCT MANAGEMENT AND PRICING DECISIONS

Definition of Product, Classification of Product and Levels of Product, Concept of Product Line, Product Line Decisions, Product Mix Definition, Definition of Brand and Brand Equity, Selection of Brand Name. **Pricing Decisions:** Concept of Price, Pricing Objectives, Factors Influencing Pricing, Methods of Pricing, Types of pricing strategies.

UNIT 4 : INTEGRATED MARKETING COMMUNICATIONS

Advertising Decisions (Advertising objectives, sales objectives, behavioral goals, communication related goals), Media selection, Advertising effectiveness, Objectives of consumer-oriented sales promotion programmes, Trade promotion, Personal selling, Role of salesperson, Direct Marketing

UNIT 5 : MANAGING THE DISTRIBUTION FUNCTION

Role of middlemen or Intermediaries, Types and Nature of middlemen, Channel Levels, Factors influencing distribution decisions, Identifying major distribution alternatives, Terms and Responsibilities of Intermediaries, VMS, HMS, MMS, Managing the Channel.

TEXT BOOKS

1. Marketing Management, RajanSaxena, Publisher: Tata McGraw Hill
2. Marketing Management, Ramaswamy, V.S. and Namakumari, S., Publisher: Macmillan India

REFERENCES :

1. Marketing Management, Philip Kotler, Keller, Koshy and Jha, Publisher: Pearson
2. Fundamentals of Marketing, William J. Stanton, Publisher: McGraw Hill



CBCS SYLLABUS (2023 -24) Regulation

Course Name: B.Com

PROGRAM	B.Com															
Course Code: CDOEBC301D	Course Name : Interpersonal Communication							L	T	P	C					
								0	0	2	1					
Year and Semester	II Year (III Semester)															
Course category	Core															
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)				



CBCS SYLLABUS (2023 -24) Regulation

Course Name: B.Com

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>



CBCS SYLLABUS (2023 -24) Regulation

Course Name: B.Com

PROGRAM		B.Com										
Course Code: CDOEBC302D	Course Name : COST AND MANAGEMENT ACCOUNTING	L	T	P	C							
		4	1	0	4							
Year and Semester	2 year / III semester											
Course category	Core											
Course Objective	<ol style="list-style-type: none"> To expose students to the various costing concepts and tools of management accounting Understand the basic concepts and processes used to determine total cost Know the various costing concepts and tools of management accounting Know to analyse and evaluate information for cost ascertainment, planning , control and decision making. Know about preparation of various budget in a business Know about the managerial applications of marginal costing 											
Course Outcome	<p>The Students will be able to</p> <ol style="list-style-type: none"> To Summarize exposure to the nature and scope of cost accounting Examine the different techniques of store/inventory control Explain how to interpret financial statements Summarize introduction into budgetary control Examine the managerial applications of marginal costing and BEP Explain how to interpret financial statements 											
	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PSO1	PSO2	PSO3	PSO4	
CO1	3	3	2	2	1	1	1	2	1	1	1	
CO2	3	3	1	3	2	1	1	3	2	3	2	
CO3	3	3	3	3	2	2	2	3	2	3	3	
CO4	3	3	3	3	3	3	3	3	3	3	3	
CO5	3	3	3	3	3	3	3	3	3	3	3	
CO6	3	3	3	3	3	3	3	3	3	3	3	
AVERAGE	3	3	2.5	2.83	2.33	2.17	2.17	2.83	2.33	2.83	2.17	
Correlation Levels		1. Slight (Low)				2. Moderate (Medium)			3. Substantial (High)			



CBCS SYLLABUS (2023 -24) Regulation

Course Name: B.Com

UNIT 1: INTRODUCTION TO COST AND MANAGEMENT ACCOUNTING

Meaning – Definition – Scope – objectives- Function – Merits and Demerits of Cost and Management Accounting – Difference between Cost, Management and Financial Accounting, Elements of Cost Concepts and Costs Classification, Tools and Techniques of Management Accounting

UNIT 2: STORES/INVENTORY CONTROL TECHNIQUES

Preparation of Cost Sheet- Stores Control – EOQ- Maximum, Minimum, Reordering Levels – Pricing of Material Issues- FIFO, LIFO, Average Cost, Standard Price Methods – Labor cost – Remuneration and Incentives

UNIT 3: INTERPRETATION OF FINANCIAL STATEMENTS

Cash Flow and Fund Flow Analysis – Difference between Funds flow and Cash flow statement

UNIT 4: BUDGETING

Concepts of Budget, Budgeting and Budgetary Control, Types of budget, Static and Flexible Budgeting, Preparation of Cash budget, Sales Budget, Production Budget, Materials budget, capital Expenditure budget and Master Budget, Advantages and Limitations of Budgetary Control

UNIT 5: COST VOLUME PROFIT ANALYSIS AND STANDARD COSTING

Meaning and Assumptions, Concept of Break even analysis. Sums of C-V-P Analysis (including Key Factor) Decision Making – Make/Buy, Shut Down and Export Proposal. Meaning, Benefits and Limitations, calculation of Variances- Material, Labor (excluding idle time) and Overheads

TEXT BOOKS:

1. Cost & Management Accounting-T.S. Reddy & Y. Hariprasad Reddy, Margham Publications
2. Cost and Management Accounting – S. N. Maheshwari, Sultan Chand

REFERENCE BOOKS

1. Advanced Cost Accounting-Jain and Narang, Kalyani Publication, New Delhi.
2. Cost Accounting with Managerial Emphasis- Horngren, Prentice Hall India, 3rd Edition. 2008, New Delhi



CBCS SYLLABUS (2023 -24) Regulation

Course Name: B.Com

PROGRAM		B. Com										
Course Code: CDOEBC303D		Course Name : Ship chartering					L	T	P	C		
							3	1	0	3		
Year and Semester		III (V Semester)										
Course category		Core										
Course Objective		1.To gain knowledge on fundamentals of freight market 2. To understand the principles of ship chartering 3.To learn about the chartering market practices 4. To study the parties of voyage charter 5. to gain knowledge on time charter party										
Course Outcome		The Students will be able to 1. Identify the functions of freight market 2. Explain the principles of ship chartering and voyage estimation 3. Examine the chartering market practices. 4. Discuss the role and functions of voyage charter party 5. Explain the kinds and importance of voyage charter party. 6. Apply the Chartering principles and practices for shipping industry.										
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	2.2	-	-	-	2.3	2.0	2.0	2.2	2.0	2.3	2.0	
Correlation Levels		1. Slight (Low)			2. Moderate (Medium)			3. Substantial (High)				



CBCS SYLLABUS (2023 -24) Regulation

Course Name: B.Com

UNIT 1: THE FREIGHT MARKET

The dry cargo market, The liner market, The Ro/Ro market, The tanker market, The general cargo market, The sale, and purchase market.

UNIT 2: PRINCIPLES OF SHIP CHARTERING AND VOYAGE ESTIMATION

Voyage Charter, Time Charter, Bareboat-cum-demise Charter, Contract of affreightment, Definition of a Tramp Voyage, Costs and Revenues of a typical voyage, Voyage Estimate exercise.

UNIT 3: CHARTERING MARKET PRACTICE

Offer, Counteroffer, Negotiations, Finalization of Fixture, Explanation of abbreviated fixture reports in simple language.

UNIT 4: VOYAGE CHARTER PARTY

The vessel, the voyage, The cargo, The freight, Loading and discharging, Lay time, Cesar and line, cargo liability.

UNIT 5: 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.

TEXT BOOKS:

1. Ship broking and Chartering Practice, IhreR&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



CBCS SYLLABUS (2023 -24) Regulation

Course Name: B.Com

PROGRAM	B.Com											
Course Code: CDOEBC304D	Course Name: Principles of Management							L 4	T 0	P 0	C 4	
Year and Semester	2 nd Year (III Semester)											
Course category	Core											
Course Objective	<ol style="list-style-type: none">1. To make the students to understand the basic concepts of management.2. To make the students learn the concept of planning3. To understand the organization structures4. To differentiate Authority and Responsibility5. To understand Direction Co-ordination & Control6. To prepare the students to know about the significance of the management in Business											
Course Outcome	The Students will be able to <ol style="list-style-type: none">1. Recall the basic concepts of management.2. Apply the concept of planning3. Classify the organization structures4. Distinguish Authority and Responsibility5. Interpret Direction Co-ordination & Control6. Relate the significance of the management in Business											
	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PSO1	PSO2	PSO3	PSO4	
CO1	3	1	3	1	3	3	1	2	2	2	2	
CO2	3	2	3	3	3	2	2	2	3	2	2	
CO3	3	2	3	3	2	1	1	2	3	3	2	
CO4	3	2	3	3	2	2	2	2	3	3	3	
CO5	3	3	3	3	2	2	2	2	3	3	3	
CO6	3	2	3	3	2	3	2	2	3	2	3	
AVERAGE	3.00	2.00	3.00	2.67	2.33	2.17	1.67	2.00	2.83	2.50	2.50	
Correlation Levels	1. Slight (Low)					2.Moderate (Medium)			3. Substantial (High)			



CBCS SYLLABUS (2023 -24) Regulation

Course Name: B.Com

Unit I: Introduction

Definition – Importance – Nature and Scope of Management – Process of Management - Role and functions of Managers - Levels of Management Scientific Management Contributions to Management by different Schools of thought.

Unit II: Planning

Nature – Importance -Types of Planning - Steps in planning - Objectives of Planning – Policies - Decision making Process-Types of Decisions. HRM- Meaning, -Nature and scope of HRM.

Unit III: Organization

Meaning and Types of organizations - Principles – Formal and Informal organization - Organisation Structure – Span of Control – Departmentalization – Basis - Meaning and Importance of Departmentalization. Policies - Meaning and Types – Procedures - Forecasting.

Unit IV: Authority and Responsibility

Authority – Definition – Sources – Limitations – Difference between Authority and Responsibility – Delegation of Authority – Meaning – Principles and importance – Centralization Vs Decentralization- Leadership & Communication

Unit V: Direction Co-ordination & Control

Direction – Nature - Purpose. Co-ordination – Need – Types and Techniques – Requisites for Excellent Co-ordination. Controlling – Meaning – Importance – Control Process.

TEXT BOOK:

1. N.V..S.Raju.- Fundamentals of Management - CENGAGE ,New Delhi.
2. James Campbell Quick, Dbra L.nelson, Preetam Khandelwal - CENGAGE ,New Delhi.
3. Gupta,C.B.ManagementTheory&Practice,SulthanChand&Sons,New Delhi.
4. Prasad,L.M.Principles&PracticeofManagement,SultanChand&Sons,New Delhi.

REFERENCE BOOKS:

1. Tripathi,P.C.&Reddy,P.N.PrinciplesofManagements,TataMcGrawHill,NewDelhi.
2. Weihri chand Koontz,Management-A Global Perspective.
3. Premavathy N, Principles of Management, Sri Vishnu Publications, Chennai.
4. Jayasankar,J. Business Management, Margham Publication,Chennai.
5. Sundar,K.PrinciplesofManagement,VijayNicoleImprintsPvt.Ltd.,Chennai



CBCS SYLLABUS (2023 -24) Regulation

Course Name: B.Com

PROGRAM												B.Com											
Course Code: CDOEBC305D				Course Name: Multimodal Transportation and Logistics Planning								L		T		P		C					
												4		0		0		4					
Year and Semester				2 nd Year III Semester																			
Course category				Core																			
Course Objective				<ol style="list-style-type: none"> To introduce the students to the concept of multimodal transport and logistics planning To Understand the system of multimodal transport To Comprehend the nuances in multimodal operations To Understand the legal aspects of multimodal transport To Comprehend the nuances in logistics planning To Understand the logistics network at the international level 																			
Course Outcome				<p>The student will be able to</p> <ol style="list-style-type: none"> Discover the multimodal transport system Categorize the nuances in multimodal operations Examine the legal aspects of multimodal transport Analyze the nuances in logistics planning Apply the logistics network at the international level Relate to the concept of multimodal transport and logistics planning 																			
Pos/ COs	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PSO1	PSO2	PSO3	PSO4												
CO1	1	2	1	1	1	1	1	1	1	1	2												
CO2	2	2	2	1	1	1	1	1	1	1	1												
CO3	3	3	3	3	3	2	3	3	3	2	3												
CO4	3	3	3	3	3	3	3	2	3	2	3												
CO5	2	3	3	3	2	1	1	2	2	3	2												
CO6	2	3	2	3	2	2	3	3	2	2	2												
Average	2.17	2.67	2.33	2.33	2	1.67	2	2	2	1.83	2.17												
Correlation Levels		1. Slight (Low)				2. Moderate (Medium)				3. Substantial (High)													

UNIT I: MULTI-MODALISM

Multi-modal Trade Routes - Evolution - Basic Intermodal System - Modal Interface - Factors outlining why shipper prefer Multi-modalism - Multi-Modalism Strategy – Components. Role of multimodal transport in international logistics



CBCS SYLLABUS (2023 -24) Regulation

Course Name: B.Com

UNIT II: PHYSICAL MULTIMODAL OPERATIONS

Liners - Tramps - Specialized Vessels - Terms - Road transport vehicle – Road Transport Weight and Measurement - Rail Transport Vehicle and Equipment – Air Transport - Ports - LCL - FCL - NVOCC - Freight forwarders - Consolidator - ICD -CFS- Free Trade Area - SEZ - Factors affecting mode and route choice.

UNIT III: CONVENTIONS RELATING TO MULTIMODAL TRANSPORT

Cargo Liability Convention: International Conventions relating to Bill of Lading (The Hague and Hague/Visby Rules (Appendix 8) - Hamburg Rule - Convention relating to Through Transport operation by Land, Rail, Air - Conventions relation to Dangerous Cargo - Carriage of Perishable Goods - International Convention for safe containers 1972 (CSC).

UNIT IV : LOGISTICS AND TRANSPORT PLANNING

Different Types of Logistics and Transport Organizational Structures. Logistics and Transport planning –controlling- decision-making. Logistics and Transport Environment Analysis - Legal and Ethical framework.

UNIT V INTERNATIONAL LOGISTICS NETWORKS

Characteristics of international logistics networks- networks owned by international corporations-leadership network- partnership network- management of international logistics network

TEXT BOOKS

1. ALAN E BRANCH & MICHAEL ROBARTS (2014) *Branch's Elements of Shipping* 9th Edition, Routledge Publication.
2. CLAUS, HYLDAGER (2013rrr) *Logistics and Multi-modal Transport*. 2013 Edition, Institute of Chartered Shipbrokers

REFERENCE

1. The Business of Shipping, Lane C. Kendall and James J. Buckley, Publisher: Cornell Maritime Press
2. Textbook of Logistics and Supply Chain Management D K Agrawal, Macmillan
3. Logistics & Supply Chain Management- Martin Christopher, Pearson



CBCS SYLLABUS (2023 -24) Regulation

Course Name: B.Com

PROGRAM	B. Com										
Course Code: CDOEBC306D	Course Name: Database Management System							L	T	P	C
								4	0	0	4
Year and Semester	II (III Semester)										
Course category	Core										
Course Objective	<ol style="list-style-type: none"> To Apply the fundamentals of Database Management Systems To learn the basic data models and to represent a database system using ER diagrams. To study the uses the database schema and need for normalization To retrieve the data using SQL To study the types of database. 										
Course Outcome	<p>The student will be able to</p> <ol style="list-style-type: none"> Outline the principles of database concepts. Write queries using normalization criteria and optimize queries. Store and retrieve the data using SQL. Evaluate business information problem and find the requirements of a problem in terms of data. Apply backup and recovery procedure in database. Analysis of database design and methodology. 										
	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PSO1	PSO2	PSO3	PSO4
CO1	3	2	2	2	3	3	3	2	1	3	3
CO2	3	2	3	2	2	2	2	3	2	3	3
CO3	3	2	3	2	2	1	3	3	2	2	3
CO4	3	2	2	2	3	2	3	3	2	3	3
CO5	3	1	3	3	2	3	2	3	2	3	3
CO6	3	2	2	2	2	3	3	3	1	2	2
AVER AGE	3	1.8	2.5	2.1	2.3	2.5	2.6	2.8	1.6	2.6	2.8
Correlation Levels	1. Slight (Low)					2. Moderate (Medium)			3. Substantial (High)		



CBCS SYLLABUS (2023 -24) Regulation

Course Name: B.Com

UNIT-I INTRODUCTION TO DATABASE CONCEPTS:

Database Management System - File based system - Advantages of DBMS over file based system - Database Approach - Three level architecture of DBMS or logical DBMS architecture - Need for three level architecture - Database Administrator (DBA) Functions & Role - Data files indices and Data Dictionary - Types of Database.

UNIT- II RELATIONAL AND ER MODELS

Data Models - Relational Model – Domains - Tuple and Relation - Super keys - Candidate keys - Primary keys and foreign key for the Relations - Relational Constraints - Domain Constraint - Key Constraint - Integrity Constraint - Relational Operations - Entity Relationship (ER) Model – Entities – Attributes – Relationships - More about Entities and Relationships - Defining Relationship for College Database - E-R Diagram - Conversion of E-R Diagram to Relational Database.

UNIT –III NORMALISATION

Referential Integrity - Entity Integrity - Redundancy and Associated Problems – Single Valued Dependencies – Normalization - Rules of Data Normalization - The First Normal Form -The Second Normal Form - The Third Normal Form - Boyce Codd Normal Form

UNIT-IV: STRUCTURES QUERY LANGUAGE (SQL)

SQL Meaning – SQL commands - Data Definition Language - Data Manipulation Language - Data Control Language – Transaction Control Language - Queries using Order by – Where - Group by - Nested Queries. Joins – Views – Sequences - Indexes and Synonyms - Table Handling.

UNIT-V: PL/SQL

Introduction to PL/SQL: PL/SQL architecture-Data types in PL/SQL - PL/SQL program structure- PL/SQL conditional Statement- Looping Statement- Function- procedure-Trigger.

TEXT BOOK:

1. Database System Concepts – Silberschatz Korth Sudarshan, International (6th Edition) McGraw Hill Higher Education, 2011.
2. Database Systems: Concepts. Design and Applications, Pearson Education, S.K.Singh.

REFERENCE BOOK:

1. Jose A.Ramalho – Learn ORACLE 8i BPB Publications 2003.
2. “Oracle 9i The complete reference“, Kevin Loney and George Koch, Tata McGraw Hill, 2004.
3. “Database Management Systems”, Ramakrishnan and Gehrke, Mc Graw Hill, Third Edition, 2003.



CBCS SYLLABUS (2023 -24) Regulation

Course Name: B.Com

PROGRAM		B.Com											
Course Code: CDOEBCE5D		Course Name: EXIM Procedure & FOREX Management						L		P		C	
								3		0		3	
Year and Semester		2 year/ III semester											
Course category		Elective											
Course Objective		<ol style="list-style-type: none"> To understand export as an economy changer and To learn about the various stakeholder's role To understand export process, To learn about the documentation process in export and import 											
Course Outcome		<p>The students will be able to</p> <ol style="list-style-type: none"> Understand the role of export trade in strengthening the economy Learn about India's export trade practices Learn about export pricing and financing Learn about import management Learn about import documentation Understand the export import process 											
Pos/COs	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PSO1	PSO2	PSO3	PSO4		
CO1	1	2	1	1	1	1	1	1	1	1	2		
CO2	2	2	2	1	1	1	1	1	1	1	1		
CO3	3	3	3	3	3	2	3	3	3	2	3		
CO4	3	3	3	3	3	3	3	2	3	2	3		
CO5	2	3	3	3	2	1	1	2	2	3	2		
CO6	2	3	2	3	2	2	3	3	2	2	2		
Average	2.17	2.67	2.33	2.33	2	1.67	2	2	2	1.83	2.17		
Correlation Levels		1. Slight (Low)			2. Moderate (Medium)			3. Substantial (High)					



CBCS SYLLABUS (2023 -24) Regulation

Course Name: B.Com

UNIT 1: INTRODUCTION TO EXPORT MANAGEMENT

Definition, balance payments position, Need-for export, WTO impact on the government policies, FTA's, role of taxes on the export and import revenue creation. Insulation of organization to environment in terms of policy, procedures, partners, process and pricing, Process of export management,

UNIT 2: INDIA'S EXPORT TRADE

Trends in India's export trade since independence, Composition of India's export trade, Direction of India's export trade, India's share in world trade, Reasons for India's poor share in world trade, Export of services. Export Product Planning: Modes of entry in foreign markets, Criteria for selection of products for exports, Steps in new product development process, identifying foreign markets for export of products, Product Branding, Product packaging and labeling requirements. Export procedure and incentives impact on the procedures, related customs formalities

UNIT 3: EXPORT PRICING AND FINANCE

Export Pricing – Factors determining export price, Export pricing objectives, Export pricing quotations, Marginal cost pricing, Break even pricing, Export pricing strategies Export offer process incoterms, role, denomination of export contract, Export Finance – Types of export finance, Features of pre-shipment and post-shipment finance, Methods of payment, Role of commercial banks and EXIM banks in export finance, Role of ECGC in export risk management. Banking procedure, Procedure for realization of export incentives, Main export incentives available to Indian exporters.

UNIT 4: IMPORT MANAGEMENT

Procurement planning, Identification, selection of suppliers. Purchase contract, terms of payments. Import policies. Role of a customs house agent and freight forward agents. Type of customs duties, valuation rules.

UNIT 5: IMPORT DOCUMENTATION

Customs Act., Ware housing, Tariffs, Refund and Recoveries of customs, Rebates and Special facilities. Quality Systems – ISO 9000 series, Patenting, Project, Import and Export (Contract, Trunkey, Civil Construction, Services), EPZs & SEZs. Provisions and restrictions for import and export in India.

TEXTBOOKS:

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

REFEREECE

1. Export/import procedures and documentation - Thomas E Johnson, Amacom; 4 edition
2. Export Management – D. C. Kapoor – Vikas Publishing House Pvt. Ltd., New Delhi.



CBCS SYLLABUS (2023 -24) Regulation

Course Name: B.Com

PROGRAM	B. Com											
Course Code: CDOEBCE6D	Course Name: E-Commerce and Digital Processing							L	T	P	C	
								3	0	0	3	
Year and Semester	2 nd Year (III Semester)											
Course category	Elective											
Course Objective	<ol style="list-style-type: none">1. To understand the purpose of E- Commerce2. To Know the importance of E-Commerce in business model3. To learn basics of E-Market and E-Payment4. To learn fundamental concepts on digital processing.5. To learn implementation techniques in enterprise applications											
Course Outcome	The Students will be able to <ol style="list-style-type: none">1. Recognize the E-Commerce and its functional modules2. Learn the new technologies in E-commerce application3. Implement the business in using E-commerce technology4. Understand the importance of digital processing in business management5. Know the various types of digital process6. Know the usage of E-Commerce in business applications											
	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PSO1	PSO2	PSO3	PSO4	
CO1	3	1	3	1	3	3	1	2	2	2	2	
CO2	3	2	3	3	3	2	2	2	3	2	2	
CO3	3	2	3	3	2	1	1	2	3	3	2	
CO4	3	2	3	3	2	2	2	2	3	3	3	
CO5	3	3	3	3	2	2	2	2	3	3	3	
CO6	3	2	3	3	2	3	2	2	3	2	3	
AVERAGE	3.00	2.00	3.00	2.67	2.33	2.17	1.67	2.00	2.83	2.50	2.50	
Correlation Levels	1. Slight (Low)					2. Moderate (Medium)			3. Substantial (High)			



CBCS SYLLABUS (2023 -24) Regulation

Course Name: B.Com

UNIT – I E-COMMERCE

Introduction to E-commerce: An Overview of Electronic Commerce – Electronic Commerce Framework - Evolution of Electronic Commerce, Traditional Commerce vs E-Commerce Advantages and Disadvantage of E-commerce, Roadmap of e-commerce in India

UNIT – II E-COMMERCE BUSINESS MODELS

E-commerce Business Model: Business to Consumer (B2C) Models - Consumer to Consumer (C2C) Models - Business to Business (B2B) Models - Business-to-Employee (B2E) - Government-to-Government (G2G) - Government-to-Employee (G2E) Government-to-Business (G2B) - Government-to-Consumer (G2C) - Factors That Influence Trust Building in E-commerce.

UNIT – III EDI

ELECTRONIC DATA INTERCHANGE (EDI) Introduction - Traditional EDI Systems - Benefits and Drawbacks - Data Transfer and Standards - Financial EDI - EDI Systems and the Internet - Messaging Security Issues - Confidentiality Integrity -Authentication, Encryption Techniques-Cyber Laws

UNIT –IV DIGITAL PROCESS

Electronic Payment Systems: Electronic Payment Systems, Electronic Cash, Smart Cards and Electronic Payment Systems, Credit Card Based Electronic Payment Systems, Electronic Payment Systems: Security, Privacy and risk.

UNIT V: DIGITAL PROCESSESING

Online and mobile Commerce in Advertising, Auction, Personal Selling , Sales Promotion, Public Relations, Booking and Ticketing – Virtual shopping malls — Wireless telemedicine -Interactive Voice Response (IVR) - Transaction security issues

TEXT BOOK

1. mir Manzoor, E-Commerce: An Introduction, 2010.LAP LAMBERT Academic Publishing
2. Chaston, E-marketing Strategy, Tata McGraw Hill.
3. P. T. S. J. JOSEPH, E-COMMERCE, PHI Learning Pvt. Ltd., 2011

REFERENCES

1. Paul S Richardson, Internet Marketing, Tata McGraw Hill
2. Marry Lou Roberts, Internet Marketing, Tata McGraw Hil
3. Thomas Eisenmann, Internet Business Models, Tata McGraw Hill



CBCS SYLLABUS (2023 -24) Regulation

Course Name: B.Com

PROGRAM	B. Com				
Course Code: CDOEBC401D	Course Name : Professional Communication	L	T	P	C
		1	0	0	1

Year and Semester	II Year (IV Semester)
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Course category	Core
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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
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Course Outcome	<p>At the end of the course, the student should be able to:</p> <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
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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.



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Course Name: B.Com

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/>



CBCS SYLLABUS (2023 -24) Regulation

Course Name: B.Com

PROGRAM	B. Com											
Course Code: CDOEBC402D	Course Name: Financial Management							L	T	P	C	
Year and Semester	2 nd Year (IV Semester)							4	0	0	4	
Course category	Core											
Course Objective	<ol style="list-style-type: none">1. To acquaint students with fundamental aspects of finance such as sourcing, deploying and monitoring the financial activities.2. Know the theories and techniques of financial management3. Understand the financial problems in business practice4. Have relevant, systematic, efficient and actual knowledge of financial management5. Apply in practice financial decision and resolve financial decision.											
Course Outcome	The students will be able to <ol style="list-style-type: none">1. Get an idea about the nature of financial management2. Learn the techniques of capital budgeting3. Develop an understanding of the concept of cost of capital4. Understand the basic of working capital management5. Learn about the concept of capital structure and dividend decisions.6. Understand the financial problems in business practice											
	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PSO1	PSO2	PSO3	PSO4	
CO1	3	3	2	2	1	1	1	2	1	1	1	
CO2	3	3	1	3	2	1	1	3	2	3	2	
CO3	3	3	3	3	2	2	2	3	2	3	3	
CO4	3	3	3	3	3	3	3	3	3	3	3	
CO5	3	3	3	3	3	3	3	3	3	3	3	
CO6	3	3	3	3	3	3	3	3	3	3	3	
AVERAGE	3	3	2.5	2.83	2.33	2.17	2.17	2.83	2.33	2.83	2.5	



CBCS SYLLABUS (2023 -24) Regulation
Course Name: B.Com

Correlation Levels	1. Slight (Low)	2.Moderate (Medium)	3. Substantial (High)
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UNIT 1 : NATURE OF FINANCIAL MANAGEMENT

Scope of Finance & Financial Management, Finance Functions, financial objectives of business firm - Financial Manager's Role, importance of Financial Management in business, Organization Chart of Finance function.

UNIT 2 : CAPITAL BUDGETING DECISIONS

Meaning and Importance of Investment Decisions, Types of Investment Decisions, Techniques for Evaluating Investment Proposals -Discounted Cash Flow Methods- NPV, IRR; Non-Discounted Cash Flow Methods- Payback Period, ARR.

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-Equity capital, preferential capital, Cost of Retained earnings, Determination of Weighted average cost of capital and Marginal cost of capital.

UNIT 4 : WORKING CAPITAL MANAGEMENT:

Introduction – Meaning of Working Capital-Definition- Concept of Working Capital-Types- Permanent & Variable, Significance, Adequacy - Advantages-Factors determining Working Capital Requirements-Working Capital Management-Forecasting of Working Capital Requirements-Operating Cycle/Cash Conversion Cycle-Sources of Working capital.

UNIT 5 CAPITAL STRUCTURE AND DIVIDEND DECISIONS

Meaning & Importance of Capital Structure, Factors affecting Capital Structure, Over & Under Capitalization, theories of capital structure, Dividend policy-Factors affecting the dividend policy-Dividend policies-stable dividend, stable payout.



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CBCS SYLLABUS (2023 -24) Regulation

Course Name: B.Com

TEXT BOOKS :

1. Financial Management, S.N. Maheswari, Publisher: Sultan Chand & co.,
2. Financial Management: Theory & Practices, Prasanna Chandra, Publisher: Tata McGraw Hill

REFERENCES

1. Financial Management, I.M.Pandey, Publisher: Vikas Publishing House
2. Financial Management, Khan & Jain, McGraw Hill
3. Fundamentals of Financial Management, Chandra Bose, Publisher: Prentice Hall of India
4. Financial Management- A. Murthy Margham Publications



CBCS SYLLABUS (2023 -24) Regulation

Course Name: B.Com

PROGRAM		B. Com										
Course Code: CDOEBC403D	Course Name : Retail Logistics and Warehouse Management	L		T		P		C				
		3		1		0		3				
Year and Semester		II (IVSemester)										
Course category		Core										
Course Objective		<ol style="list-style-type: none"> 1.To gain knowledge on the basics of Retail Logistics 2. To understand the principles warehousing in retail 3.To learn about retail supply chain strategies 4. To study about e-commerce and retail logistics 5. To gain knowledge of emerging trends in retail logistics and warehousing 										
Course Outcome		<p>The Students will be able to</p> <ol style="list-style-type: none"> 1. Understand the fundamental concepts and principles of retail logistics and its role in the retail supply chain. 2. Analyze and apply inventory management techniques, including safety stock calculations and reorder point determination, to optimize retail operations. 3. Gain insights into developing effective retail supply chain strategies, aligning them with organizational goals, and utilizing demand forecasting to enhance supply chain efficiency. 4. Assess the impact of e-commerce on retail logistics, implement e-fulfillment strategies, and manage reverse logistics effectively. 5. Equipped with knowledge of emerging trends in retail logistics, including sustainability practices, circular economy concepts, and their application in the modern retail supply chain. 6. Understand the concepts of Retail Logistics and Warehouse Management 										
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	



CBCS SYLLABUS (2023 -24) Regulation

Course Name: B.Com

Average	2.2	-	-	-	2.3	2.0	2.0	2.2	2.0	2.3	2.0
Correlation Levels	1. Slight (Low)				2. Moderate (Medium)			3. Substantial (High)			

UNIT 1: INTRODUCTION TO RETAIL LOGISTICS

Overview of Retail Logistics - Understanding the retail supply chain - Role of logistics in retail- Retail Inventory Management - Inventory control methods - Safety stock and reorder points - Retail Transportation Management - Modes of transportation in retail - Routing and scheduling

UNIT 2: WAREHOUSING IN RETAIL

Warehousing Operations - Warehousing functions and processes - Warehouse layout and design - Warehouse Technology - Automation and robotics in warehousing - Warehouse management systems (WMS) - Warehouse Performance Metrics - Key performance indicators (KPIs) - Continuous improvement in warehousing

UNIT 3: RETAIL SUPPLY CHAIN STRATEGIES

Supply Chain Strategy Development - Aligning supply chain with retail strategy - Demand forecasting and planning - Omni-Channel Retailing - Multi-channel vs. omni-channel retailing - Supply chain implications of omni-channel

UNIT 4: E-COMMERCE AND RETAIL LOGISTICS

E-commerce in Retail - Impact of e-commerce on the retail supply chain - E-fulfillment strategies - Reverse Logistics in Retail - Returns management - Sustainability and reverse logistics.

UNIT 5: EMERGING TRENDS AND CASE STUDIES

Sustainability in Retail Logistics - Green logistics practices - Circular economy in retail - Case Studies - Real-world examples of successful retail logistics and warehousing management

TEXTBOOKS:

1. "Retail Logistics and Supply Chain Management" by John Fernie and Leigh Sparks
2. "Warehouse Management: A Complete Guide to Improving Efficiency and Minimizing Costs in the Modern Warehouse" by Gwynne Richards

REFERENCE BOOKS:

1. "Supply Chain Management: Strategy, Planning, and Operation" by Sunil Chopra and Peter Meindl
2. "Logistics and Supply Chain Management" by Martin Christopher
3. "The Handbook of Logistics and Distribution Management" by Alan Rushton, Phil Croucher, and Peter Baker
4. "Retailing Logistics & Fresh Food Packaging: Managing Change in the Supply Chain" by Margaret Bruce and Christopher M. Lowe
5. "Logistics Management and Strategy: Competing Through the Supply Chain" by Alan Harrison and Remko Van Hoek



CBCS SYLLABUS (2023 -24) Regulation

Course Name: B.Com

PROGRAM	B. Com											
Course Code: CDOEBC404D	Course Name : Marine Insurance							L	T	P	C	
								4	0	0	3	
Year and Semester	II (IVSemester)											
Course category	Core											
Course Objective	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 CO1 Explain the significant concept of marine insurance. CO2 Analyse the marine insurance market structure CO3 Examine the classes of risk coverage in marine insurance. CO4 Analyse the different institute clauses. CO5 Examine marine insurance claim procedure and documentation											
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	2.2	-	-	-	2.3	2.0	2.0	2.2	2.0	2.3	2.0	
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.



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Course Name: B.Com

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.

TEXTBOOKS:

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



CBCS SYLLABUS (2023 -24) Regulation

Course Name: B.Com

PROGRAM		B. Com										
Course Code: CDOEBC405D		Course Name: Entrepreneurship Development						L	T	P	C	
								3	1	0	3	
Year and Semester		II (IV Semester)										
Course category		Core										
Course Objective		<ol style="list-style-type: none"> To acquaint the students with knowledge of types of enterprises and To inculcate entrepreneurial qualities to become creative and innovative entrepreneurs. To enable student to do business projects 										
Course Outcome		<p>The students will be able to</p> <ol style="list-style-type: none"> To Outline the basics of entrepreneurship Explain the process of setting up a new business together with problems to be faced. Examine project management. Examine financial analysis and sources of finance. Summarize idea about marketing channels. Develop entrepreneurship skills 										
Pos/COs	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PSO1	PSO2	PSO3	PSO4	
CO1	1	2	1	1	1	1	1	1	1	1	2	
CO2	2	2	2	1	1	1	1	1	1	1	1	
CO3	3	3	3	3	3	2	3	3	3	2	3	
CO4	3	3	3	3	3	3	3	2	3	2	3	
CO5	2	3	3	3	2	1	1	2	2	3	2	
CO6	2	3	2	3	2	2	3	3	2	2	2	
Average	2.17	2.67	2.33	2.33	2	1.67	2	2	2	1.83	2.17	
Correlation Levels		1. Slight (Low)			2. Moderate (Medium)			3. Substantial (High)				
UNIT 1 ENTREPRENEURSHIP												
Definitions and Structure, The Entrepreneurial Culture, The Concept of Entrepreneurship, Classification and Types of Entrepreneurs, Entrepreneurial Traits and Motivation, , Entrepreneur Vs. Salaried people												
UNIT 2 SETTING UP A SMALL INDUSTRY												
Steps for Starting a Small Industry, Selection of Types of Organization, Incentives and Subsidies, Opportunities Problems of Entrepreneurship, Sickness in Small-scale Industries - Reasons and Remedies, Importance of SME to our Economy.												



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Course Name: B.Com

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 FINANCIAL ANALYSIS & SOURCES OF FINANCE

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

UNIT 5 MARKETING CHANNEL

Methods of Marketing, Marketing Channels, Marketing Institutions and Assistance, Setting Quality Standards.

TEXTBOOKS:

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



CBCS SYLLABUS (2023 -24) Regulation

Course Name: B.Com

PROGRAM	B. Com										
Course Code: CDOEBC406D	Course Name: Web Technology							L	T	P	C
								4	0	0	4
Year and Semester	2 nd Year (IV Semester)										
Course category	Humanities and Social Sciences			Management courses			Core		Professional Elective		
Course Objective	<ol style="list-style-type: none"> To study the basic HTML tags To apply List and table in web page To use Forms & Frames in web page To learn CSS style sheets To gain knowledge in PHP 										
Course Outcome	<p>The students will be able to</p> <ol style="list-style-type: none"> Understand the concepts of HTML. Apply the knowledge of HTML tags. Design static web page. Apply forms and frames in web page. Apply CSS in the web page. Create a dynamic web page using PHP. 										
	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PSO1	PSO2	PSO3	PSO4
CO1	3	2	2	2	2	3	3	2	1	3	3
CO2	3	1	2	2	2	2	3	3	2	3	3
CO3	3	2	3	1	3	2	3	3	2	3	2
CO4	3	2	3	2	2	2	3	3	2	3	3
CO5	3	1	2	2	3	2	2	3	2	2	3
CO6	3	2	3	2	2	3	3	3	1	2	3
AVERAGE	3	1.6	2.5	1.8	2.3	2.3	2.8	2.8	1.6	2.6	2.8
Correlation Levels			1. Slight (Low)				2. Moderate (Medium)		3. Substantial (High)		



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Course Name: B.Com

UNIT I: INTRODUCTION

HTML: Markup Languages – HTML version- HTML common tags – header – text styling – linking – images – formatting text – special characters, horizontal rules and line breaks- comment lines.

UNIT II: LIST AND TABLE

Ordered and unordered lists: List-Unordered lists- headings in a list – ordered lists- Nested lists. Table handling: Tables- table creation in HTML- Width of the Tables and cells-Cells spanning multiple rows/Columns- Coloring cells – Column specification.

UNIT III: FRAMES & FORMS

Frames: Frame set - Definition – Frame definition –Nested Frames- Forms: Action attributes –Method attributes – form Elements.

UNIT IV: CASCADING STYLE SHEET

Introduction to Cascading Style Sheets– Elements of styles Inline styles – CSS types: inline- internal –external styles- Embedded Style Sheets – Conflicting Style – Linking External Style Sheets.

UNIT V: PHP

PHP Introduction –Syntax- Variables- Echo / Print - Data Types-Operators- PHP Form: handling and Validation- Decision making statement: If Else if- Looping Statement: For, while Switch- Array- Function

Textbooks:

1. Martyr Steep, Jessica Miller and Victoria Kirst, —Web Programming Step by Step, Step by Step Publishing, Second edition, 2017.
2. Elizabeth Castro, Bruce Hyslop, —HTML5 and CSS3, Peachpit Press, Seventh edition, 2015
3. Beginning PHP5”, Dave W. Mercer, Allan Kent, Steven D. Nowicki, 2004 Edition, Wiley Publication.

Reference Books:

1. “PHP- A Beginner’s Guide”, Ashok Appu, Wiley Publication.
2. Joel Sklor, —Principles of Web Design , Cengage learning, Sixth edition, 2016
3. John Pollock, —Javascript: A Beginner’s Guide, McGraw Hill, Fourth edition, 2015



CBCS SYLLABUS (2023 -24) Regulation

Course Name: B.Com

PROGRAM		B.Com										
Course Code CDOEBCE7D		Course Name : Fundamentals of Human Resource Management						L 3	T 0	P 0	C 3	
Year and Semester		III (V Semester)										
Course category		Elective										
Course Objective		<ol style="list-style-type: none"> To enable the students gain complete insight into various domains of Human Resource Management To teach students the basic principles of human resources management. To help the students to learn how an organization acquires, rewards, motivates, uses and generally manages it people effectively. To help the students to become better leaders by enhancing their effectiveness in managing human resources. To help the students to learn fundamental HRM frameworks and analyze the overall role of HRM in business. 										
Course Outcome		The students will be able to <ol style="list-style-type: none"> Learn the nature and scope of human resource management. Get an exposure about planning and procurement. Learn about maintenance and development. Know the importance of compensation. Understand the concept of Maritime HRM Learn the principles of Human resource Management 										
Pos/ COs	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PSO1	PSO2	PSO3	PSO4	
CO1	1	2	1	1	1	1	1	1	1	1	2	
CO2	2	2	2	1	1	1	1	1	1	1	1	
CO3	3	3	3	3	3	2	3	3	3	2	3	
CO4	3	3	3	3	3	3	3	2	3	2	3	
CO5	2	3	3	3	2	1	1	2	2	3	2	
CO6	2	3	2	3	2	2	3	3	2	2	2	
Average	2.17	2.67	2.33	2.33	2	1.67	2	2	2	1.83	2.17	



CBCS SYLLABUS (2023 -24) Regulation

Course Name: B.Com

PROGRAM	B. Com
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Correlation Levels	1. Slight (Low)	2. Moderate (Medium)	3. Substantial (High)
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UNIT 1: NATURE & SCOPE

History & evolution of Human Resource Management as a Discipline, Managerial & Operative Functions, Organisation of HR Department, Objectives of HRM, Competencies required for HR Managers, Importance of HR Department Barriers to effective functioning, Future of HR.

UNIT 2: PLANNING & PROCUREMENT

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

UNIT 3: MAINTENANCE & DEVELOPMENT

Definition of Training & Development, Training need assessment, Types/methods/techniques of training, Setting up and maintaining a good Training and Development Department, Role of HR manager.

UNIT 4 COMPENSATION

Wage and salary administration, the rationale behind them, essential steps in formulating compensation package, Job evaluation, methods and importance, latest trends, Whether wages can be fixed on scientific basis alone. Performance Appraisal - Methods, Pre - requisites, Pitfalls and remedies

UNIT 5: Maritime HRM

Organisational Structure of Shipping Company, Unique features of Maritime Employment –Terms & Conditions, Career avenues and paths in Maritime Industry, HR practices of Maritime Industry –Merits & Demerits.

TEXT BOOKS

1. Human Resource Management, T.N. Chhabra, Publisher: DhanpatRai Publishers
2. Human Resource Management: Text And Cases, K. Aswathappa, Publisher: Tata Mcgraw Hil

REFERENCE

1. Human Resource Development, P.C. Tripathi, Publisher: Sultan Chand & sons
2. Human Resource Management - Alan Price, Cengage Learning, 2011



CBCS SYLLABUS (2023 -24) Regulation

Course Name: B.Com

Course Code: CDOEBCE8D	Course Name : Micro Finance Operations		L	T	P	C					
			3	0	0	3					
Year and Semester	2 nd Year (IV Semester)										
Prerequisite course	NIL										
Course category	Elective										
Course Objective	To gain knowledge on 1. The system of banking and micro finance 2. Banking products and services 3. Structure of micro finance market 4. Self Help Groups (SHG) 5. Banker customer relationship										
Course Outcome	1.	Take part to act as customer relationship officer in a bank									
	2.	Developed to act Advisor to Self Help Groups									
	3.	Demonstrate the system of banking and micro finance									
	4.	Simplify the Structure of micro finance market									
	5.	Evaluate knowledge on Self Help Groups (SHG)									
	6.	Experiment with Banker customer relationship									
	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PSO1	PSO2	PSO3	PSO4
CO1	3	1	3	1	3	3	1	2	2	2	2
CO2	3	2	3	3	3	2	2	2	3	2	2
CO3	3	2	3	3	2	1	1	2	3	3	2
CO4	3	2	3	3	2	2	2	2	3	3	3
CO5	3	3	3	3	2	2	2	2	3	3	3
CO6	3	2	3	3	2	3	2	2	3	2	3
AVERAGE	3.00	2.00	3.00	2.67	2.33	2.17	1.67	2.00	2.83	2.50	2.50
Correlation Levels			1. Slight (Low)			2. Moderate (Medium)			3. Substantial (High)		



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Course Name: B.Com

Unit1

Role and importance of banks-Structure of Indian banking industry– basic banking products and services - banker customer relationship

Unit 2

Evolution of microfinance in India-Mainstream microfinance institutions

Unit 3

Need and importance of Micro finance- meaning of different models of micro finance. SHGs- their significance

Unit 4

Organization structure of MF-its products and service

Unit 5

Understanding the role & importance of back-office operations in an MFI

Reference Books

1. Microfinance in India, K G Karmakar - Managing Director, National Bank for Agriculture and Rural Development (NABARD), Sage publications.
2. Microfinance Studies: Introduction and Overview, Cyril Fouillet, Marek Hudon, Barbara Harris White & James Copestake, Oxford Development Studies



CBCS SYLLABUS (2023 -24) Regulation

Course Name: B.Com

PROGRAM	B. Com				
Course Code: CDOEBC501D	Course Name: DIRECT AND INDIRECT TAXATION	L 4	T 1	P	C 4
Year and Semester	III (V Semester)				
Course category	Core				
Course Objective	<ol style="list-style-type: none"> To help in understanding practical aspects of accounting To introduce the students to tally package To make the students understand the concept of GST To learn the steps in filing income tax 				
Course Outcome	<p>The Students will be able to</p> <ol style="list-style-type: none"> Summarize introduction to tally Examine advance accounting in tally Summarize exposure in managing inventory through tally Apply the about GST Apply filing of income tax Apply the practical application of taxation and accounting 				

	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PSO1	PSO2	PSO3	PSO4
CO1	3	3	2	2	1	1	1	2	1	1	1
CO2	3	3	1	3	2	1	1	3	2	3	2
CO3	3	3	3	3	2	2	2	3	2	3	3
CO4	3	3	3	3	3	3	3	3	3	3	3
CO5	3	3	3	3	3	3	3	3	3	3	3
CO6	3	3	3	3	3	3	3	3	3	3	3
AVERAGE	3	3	2.5	2.83	2.33	2.17	2.17	2.83	2.33	2.83	2.5
Correlation Levels	1. Slight (Low)			2. Moderate (Medium)			3. Substantial (High)				

UNIT 1: INTRODUCTION TO INCOME TAX

Introduction, Residential Status and Incidence of Tax, Five heads of Income Income from Salary – Allowances , Perquisites, Deduction U/S 16 , Profit in lieu of Salary.

UNIT 2 INCOME FROM HOUSE PROPERTY AND BUSINESS OR PROFESSION

Income from Salary – Self Occupied, Let Out, deemed to be Let out. Income from Business or Profession



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CBCS SYLLABUS (2023 -24) Regulation

Course Name: B.Com

Unit 3 INCOME FROM CAPITAL GAIN AND OTHER SOURCE

Income from Capital Gain – Income from Other Source- Deduction from Gross Total Income.

UNIT 4: ASSESSMENT OF INDIVIDUAL

Assessment of Individual – Set -off and Carry Forward, Clubbing and Aggregation of Income – Income Tax Return Filing

UNIT 5: GST

Introduction, Basic Knowledge about Levy and Collection of Tax, Time and Value of Supply and Input Tax Credit, Registration under GST, Returns under GST

TEXTBOOKS:

1. Income Tax- Hariprasad Reddy, Margham Publications
2. Student Guide to Income Tax Including GST- Dr. Vinoth K. Singhanian & Monica Singhanian, Vikas Book House

REFERENCE

1. Income Tax Law & Practice Gaur. V. P, Narang. D. B., Jain K. C., Kalyani Publications
2. Taxmann's Service Tax: How to Meet Your Obligations, S. S. Gupta, Taxmann Allied Services
3. Indirect Taxes Law and Practice 42nd Edition 2019 by V.S. Datey, Taxmann Allied Services
4. Indirect Taxation (GST & Customs) Dr. S. Varadharajan, Ruthra Learning Publishers
5. Goods And Services TAX GST – H. C. Mehrotra, Sahitya Bhawan Publications



CBCS SYLLABUS (2023 -24) Regulation

Course Name: B.Com

PROGRAM		B.Com										
Course Code: CDOEBC502D		Course Name: Liner Trade Operations					L 3	T 0	P 0	C 3		
Year and Semester		III (V Semester)					Contact hours per week 3 Hrs					
Prerequisite course		NIL										
Course category		Core										
Course Objective		<ol style="list-style-type: none"> To understand the liner shipping operations and its related documentations to understand the concept of stowage of cargo To understand the financial aspects of liner trade 										
Course Outcome		<p>The Students will be able to</p> <ol style="list-style-type: none"> Explain the basics of liner trade. Summarize insight into the principles of stowage of liner cargo. Apply the fundamental of international trade. Apply the principles of liner service pricing. Outline about liner carriers' and merchants' responsibilities and limitations of liability Apply the concepts of liner trade in business 										
Pos/ COs	PO1	PO 2	PO3	PO4	PO5	PO6	PO7	PSO1	PSO2	PSO3	PSO4	
CO1	1	2	1	1	1	1	1	1	1	1	2	
CO2	2	2	2	1	1	1	1	1	1	1	1	
CO3	3	3	3	3	3	2	3	3	3	2	3	
CO4	3	3	3	3	3	3	3	2	3	2	3	
CO5	2	3	3	3	2	1	1	2	2	3	2	
CO6	2	3	2	3	2	2	3	3	2	2	2	
Average	2.17	2.67	2.33	2.33	2	1.67	2	2	2	1.83	2.17	
Correlation Levels		1. Slight (Low)				2. Moderate (Medium)			3. Substantial (High)			



CBCS SYLLABUS (2023 -24) Regulation

Course Name: B.Com

UNIT 1: INTRODUCTION TO LINER TRADE

Characteristics of Liner shipping, Liner Service Routes - North-South East-West Trade routes, service options, basic geography, important ports of the world and their location. Different types of Liner ships - types of liner cargo

UNIT 2: STOWAGE OF LINER CARGO

Concept of unitization of cargo, safety of cargo, Layout of a ship and stowage plan of a general cargo liner ship - on- board cargo handling equipment in a general cargo liner ship-, salient features of a general cargo port- role of a transit shed.

UNIT 3: FINANCIAL ASPECTS OF LINER TRADE

The Bill of Lading,- its role and function in international trade- anatomy of a general cargo liner bill of lading, Mates' Receipt, Tally & Survey of cargo - process of reconciliation of Bill of Lading- the concept of "clean and cloused" Bill of Lading.

UNIT 4: PRINCIPLES OF LINER SERVICE PRICING

Concept of a liner voyage- operations- service patterns Structure of general cargo liner tariff, Concept of liner conference and its role in pricing - consortium/alliance

UNIT 5 : LINER AGENCY SYSTEM

Roles of commercial and technical departments in a general cargo liner company - the role of a general cargo liner agent - organization structure and the responsibilities of an agent.

TEXT BOOK :

1. Elements of Shipping, 8th Edition by Alan E. Branch.
2. A Liner Shipping Network Design: Routing and Scheduling Considering Environmental Influences
Volker Windeck, Springer Science & Business Media

REFERENCE BOOKS

1. Liner Trades- Seamanship International, 2010
2. Liner Shipping Economics Jan Jansson, Springer Science & Business Media



CBCS SYLLABUS (2023 -24) Regulation

Course Name: B.Com

PROGRAM		B.Com									
Course Code:		Course Name :						L	T	P	C
CDOEBC503D		Research Methodology						4	0	0	4
Year and Semester		III (V Semester)									
Course category		Core									
Course Objective		<ol style="list-style-type: none"> 1. Understand the basics research concepts. 2. To understand research design 3. Get an understanding of how to frame hypothesis. 4. Learn about the different methods of data collection. 5. To learn how to analyze data and prepare a research report. 									
Course Outcome		<p>The Students will be able to</p> <ol style="list-style-type: none"> 1. Apply the basics research concepts. 2. To Apply research design 3. Summarize understanding of how to frame hypothesis. 4. Examine the different methods of data collection. 5. To Explain how to analyze data and prepare a research report. 6. Analyses various business problems 									
Pos/COs	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PSO1	PSO2	PSO3	PSO4
CO1	1	2	1	1	1	1	1	1	1	1	2
CO2	2	2	2	1	1	1	1	1	1	1	1
CO3	3	3	3	3	3	2	3	3	3	2	3
CO4	3	3	3	3	3	3	3	2	3	2	3
CO5	2	3	3	3	2	1	1	2	2	3	2
CO6	2	3	2	3	2	2	3	3	2	2	2
Average	2.17	2.67	2.33	2.33	2	1.67	2	2	2	1.83	2.17
Correlation Levels			1. Slight (Low)				2. Moderate (Medium)			3. Substantial (High)	

UNIT I INTRODUCTION TO RESEARCH

Research – Types – Objectives of Research – Social Research – Criteria of Good Research – Qualities of a Researcher –



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Course Name: B.Com

Research process – Research problem – Selection of a research problem.

UNIT II RESEARCH DESIGN

Research Design – Meaning – Need for Research Design – Features and Types – Preparation of Research Design.

UNIT III HYPOTHESIS

Hypothesis – Formulation & Types of hypothesis – Sources of hypothesis – testing of hypothesis.

UNIT IV DATA COLLECTION

Collection of Data – Source of information – Primary and Secondary Data – Methods of Data Collection – Interview – Observation – Questionnaire – Schedules – difference between Questionnaire and Schedule.

UNIT V ANALYSIS OF DATA & REPORT WRITING

Procession & Analysis of data – Measures of Central Tendency – Correlation, Regression, Linear Programming (Simple Problems) – Data Processing through computers – Meaning of Thesis writing – Mechanics of thesis writing – Contents of Thesis – Pages of the Preliminary section – Body of the Thesis (outline).

TEXTBOOKS

1. Methodology of Research for Social Science, O.R. Krishnaswamy, Himalaya Publication
2. Research Methodology (Methods and Techniques), C.R. Kothari, New Age International

REFERENCES BOOKS

1. Research Methodology, P. Ravilochanan, Margham Publication
2. Research Methodology in Business, Rummel and Ballaine.
3. Research Methodology for Management & Social Sciences - Adithan Bhujanga Rao.



CBCS SYLLABUS (2023 -24) Regulation

Course Name: B.Com

PROGRAM	B.Com				
Course Code: CDOEBC504D	Course Name:	L	T	P	C
	International Trade	3	1	0	3
Year and Semester	3 rd Year V Semester				
Course category	Core				
Course Objective	<ol style="list-style-type: none"> To equip the students about the global scenario of business To give knowledge about the art of managing business across borders. To understand the functioning of foreign exchange market 				
Course Outcomes	<p>The Students will be able to</p> <ol style="list-style-type: none"> Understand that need for international trade. Learn to identify the international trade barriers Get exposed to the various international organizations and agreements. Understand the mechanism of foreign exchange market Learn about India's trade and marketing related agencies. Understand how to do business across borders 				

Pos/ COs	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PSO1	PSO2	PSO3	PSO4
CO1	1	2	1	1	1	1	1	1	1	1	2
CO2	2	2	2	1	1	1	1	1	1	1	1
CO3	3	3	3	3	3	2	3	3	3	2	3
CO4	3	3	3	3	3	3	3	2	3	2	3
CO5	2	3	3	3	2	1	1	2	2	3	2
CO6	2	3	2	3	2	2	3	3	2	2	2
Average	2.17	2.67	2.33	2.33	2	1.67	2	2	2	1.83	2.17
Correlation Levels			1. Slight (Low)			2. Moderate (Medium)			3. Substantial (High)		

UNIT 1: INTERNATIONAL TRADE

Significance, benefits of International Trade, difference between domestic trade and international trade. Impact of International Trade on World Economic Growth



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Course Name: B.Com

UNIT 2: INTERNATIONAL TRADE BARRIERS

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

UNIT 3: INTERNATIONAL ORGANIZATIONS AND AGREEMENTS

GATT, WTO -functions, principles, agreements, IMF- purposes, facilities provided by IMF, World Bank - purpose, principles, policies.

UNIT 4: FOREIGN EXCHANGE MARKET

Foreign Exchange Rate Mechanism - Concept of Fixed and Flexible Exchange Rates, Spot and forward prices. Factors Influencing Exchange Rate – Demand and supply - Purchase Power Parity, Interest Rate Parity.

UNIT 5: INTERNATIONAL TRADE & MARKETING – INDIAN PERSPECTIVE

Organizational Setup -autonomous bodies, attached and subordinate offices, Export Promotion Measures- EOU, SEZ, Trading house etc EXIM Policy -Features and objectives, Export and Import Policies, Export and Import Documentation and Procedures.

TEXTBOOKS

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

REFERENCES:

1. International Financial Management, P.G.Apte, Publisher: Tata McGraw Hill
2. International Business, Les Dlabay, James Calvert Scott, Cengage Learning



CBCS SYLLABUS (2023 -24) Regulation

Course Name: B.Com

Course Code: CDOEBC505D		Course Name: Fundamentals of Artificial Intelligence						L	T	P	C	
								4	0	0	4	
Year and Semester		III (V Semester)										
Course category		Core										
Course Objective		<ol style="list-style-type: none"> To introduce the Artificial Intelligence Techniques To understand the problem-solving methods To learn the knowledge representation system To study the concepts of NLP. To gain knowledge in Expert Systems 										
Course Outcome		<p>The Students will be able to</p> <ol style="list-style-type: none"> Understand the basic concepts of KDD. Analyze various problem-solving methods. Summarize the knowledge representation system. Understand the concept of NLP. Analyze the expert system. Identify the expert system learning methods 										
	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PSO1	PSO2	PSO3	PSO4	
CO1	3	2	2	2	3	3	3	3	1	3	3	
CO2	3	2	3	2	2	2	3	3	2	2	3	
CO3	3	2	3	3	2	2	2	3	2	2	3	
CO4	3	3	2	3	3	2	3	3	1	3	3	
CO5	3	2	2	3	2	3	3	3	2	3	3	
CO6	3	2	2	3	2	3	3	3	1	2	3	
AVERAGE	3	2.1	2.3	2.6	2.3	2.5	2.8	3	1.5	2.5	3	
Correlation Levels		1.Slight (Low)			2. Moderate (Medium)				3. Substantial (High)			



CBCS SYLLABUS (2023 -24) Regulation

Course Name: B.Com

UNIT I INTRODUCTION TO AI

Introduction–Definition – Future of Artificial Intelligence – Characteristics of Intelligent Agents–
Typical Intelligent Agents – Problem Solving Approach to Typical AI problems.

UNIT II PROBLEM SOLVING METHODS

Problem solving Methods – Search Strategies- Uninformed – Informed – Heuristics – Local Search
Algorithms and Optimization Problems -Searching with Partial Observations – Constraint Satisfaction Problems
– Constraint Propagation – Backtracking Search

UNIT III KNOWLEDGE REPRESENTATION

First Order Predicate Logic – Prolog Programming – Unification – Forward Chaining-Backward Chaining –
Resolution – Knowledge Representation – Ontological Engineering-Categories and Objects – Events – Mental
Events and Mental Objects – Reasoning Systems for Categories - Reasoning with Default Information

UNIT IV NATURAL LANGUAGE PROCESSING

Overview of Linguistics – grammars and Languages – Basic parsing techniques – semantic Analysis
and representation structures – Natural language generation – natural language systems – Distributed Reasoning
systems – Intelligent agents.

UNIT V EXPERT SYSTEMS

Architecture – Non production systems Architectures – Knowledge acquisition and validation –
Knowledge system building tools – Types of Learning – General Learning model – Learning by induction –
Generalization and specialization – Inductive bias – Explanation based Learning.

TEXT BOOKS

1. Dan W. Patterson, “Introduction to Artificial Intelligence and Expert Systems”, Prentice Hall of India, Delhi, 2001.
2. Elaine Rich and Kevin Knight, “Artificial Intelligence” Tata McGraw Hill Pub. Co., Delhi, 2001.

REFERENCE BOOKS

1. George F Luger, “Artificial Intelligence, structures and strategies for complex problemsolving”, Pearson Education Delhi, 2001



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Course Name: B.Com

CO6	3	3	3	3	3	3	3	3	3	3	3
AVERAGE	3	3	2.5	2.83	2.33	2.17	2.17	2.83	2.33	2.83	2.5
Correlation Levels	1. Slight (Low)			2.Moderate (Medium)			3. Substantial (High)				

UNIT 1: INTRODUCTION

Auditing – Definitions – Objective – Classification – Advantages and limitations of Auditing – Investigation vs. Auditing - Auditing standards

UNIT 2: STATUTORY AUDITOR

Company Auditor – Qualities, Qualification, Disqualification, Appointment and Removal of auditors – Rights, Duties and Liabilities of auditors – Audit report – Types of opinion

UNIT 3: AUDIT PLANNING & CONTROL

Audit files – Audit programme – Audit notebook – Audit working paper – Internal Control – Internal check – Internal audit – Internal audit vs. external audit

UNIT 4: VOUCHING

Vouching – objects – Importance – Vouching of cash transaction; receipts and Payments – vouching of trade transaction – Vouching of Impersonal Ledgers

UNIT 5: VERIFICATION AND VALUATION

Mode and object of verification – Verification and valuation of assets – Verification of liabilities – Auditor's duty as regards verification and valuation of Assets and Liabilities – Audit of provisions and reserves

TEXT BOOK

1. Dinkar Pagare, *Principles & Practice of Auditing*, Sultan Chand & Sons, New Delhi, 2011
2. Fundamentals of Auditing - Basu, Pearson Education India

REFERENCE BOOKS

1. Spicer & Pegler, *Auditing*, MacMillan Publication, New Delhi, 2000
2. Tandon B.N., *Practical Auditing*, S.Chand Publishers, New Delhi, 2010



CBCS SYLLABUS (2023 -24) Regulation

Course Name: B.Com

PROGRAM	B.Com				
Course Code: CDOEBCE10D	Course Name : Total Quality Management	L	T	P	C
		3	0	0	3
Year and Semester	III (V Semester)	Contact hours per week (3Hrs)			
Prerequisite course	NIL				
Course category	Elective				
Course Objective	<ol style="list-style-type: none">1. Introduce students to the foundational concepts, history, and significance of Total Quality Management, emphasizing the role and importance of quality in the realm of commerce and trade.2. Familiarize students with the array of TQM tools and methodologies, from basic quality tools to advanced techniques, enabling them to analyze and solve real-world quality challenges in commercial settings.3. Delve into the renowned philosophies and frameworks of TQM, including but not limited to Deming's 14 Principles, Juran's Trilogy, and ISO 9000 standards, to impart an understanding of their applications and relevance in contemporary commerce practices.4. Highlight the nuances and specific challenges of managing quality in the service sector, exposing students to models, techniques, and technologies that are pivotal in enhancing service quality standards in commerce.5. Engage students with practical case studies, challenges, and emerging trends in TQM, fostering an environment that encourages them to think critically, strategize, and anticipate the evolving nature of quality management in the commerce sector.				
Course Outcome	<p>The Students will be able to</p> <ol style="list-style-type: none">1. Adept At Elucidating The Core Principles, Origins, And Significance Of Total Quality Management In The Context Of Commerce And Trade.2. Competent In Applying A Variety Of TQM Tools And Techniques, Encompassing Both Basic And Advanced Strategies Like Pareto Analysis, QFD, And Statistical Process Control, To Address And Optimize Quality Issues In Commercial Settings3. Gain A Nuanced Understanding Of Established TQM Philosophies And Frameworks, Such As Deming's 14 Principles, Juran's Trilogy, And The ISO 9000 Standards, And Their Applicability In Modern Commerce Practices.4. Develop A Specialized Skill Set To Discern The Distinct Challenges Of Service Quality Versus Manufacturing Quality, Apply Models Like SERVQUAL, And Leverage Technology To Elevate Service Quality Standards In Commerce.5. Drawing From Case Studies, Best Practices, And Future Trends, Students Will Be Equipped To Not Only Strategize And Deploy TQM Initiatives In Commercial Organizations But Also To Anticipate The Evolving Trajectory Of TQM In The Industry.6. Possess A Comprehensive Understanding Of Total Quality Management's Foundational Principles, Tools, And Methodologies.				



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Course Name: B.Com

Pos/ COs	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PSO1	PSO2	PSO3	PSO4
CO1	1	2	1	1	1	1	1	1	1	1	2
CO2	2	2	2	1	1	1	1	1	1	1	1
CO3	3	3	3	3	3	2	3	3	3	2	3
CO4	3	3	3	3	3	3	3	2	3	2	3
CO5	2	3	3	3	2	1	1	2	2	3	2
CO6	2	3	2	3	2	2	3	3	2	2	2
Average	2.17	2.67	2.33	2.33	2	1.67	2	2	2	1.83	2.17
Correlation Levels			1. Slight (Low)			2. Moderate (Medium)			3. Substantial (High)		

Unit 1: Introduction to Total Quality Management

Definition and Overview of TQM - Historical Background - Philosophy and Core Principles -Benefits of TQM in Commerce TQM and Organizational Culture - Role of Leadership -Basic Concepts: Customer Focus, Continuous Improvement, Employee Involvement

Unit 2: Tools and Techniques of TQM

Seven Basic Tools of Quality - Pareto Analysis, Flow Charts, Check Sheets, - Advanced TQM Tools - Quality Function Deployment (QFD) - Failure Mode and Effect Analysis (FMEA) - Taguchi Methods - Statistical Process Control (SPC) - Control Charts - Benchmarking and Quality Circles.

Unit 3: TQM Philosophies and Frameworks

Deming's - Principles - Juran's Trilogy - Crosby's Absolutes of Quality - Baldrige National Quality Program - ISO 9000 and its Significance in Commerce

Unit 4: Quality in Service Sector

Distinction between Service and Manufacturing Quality - SERVQUAL Model - Service Process Matrix - Role of Technology in Service Quality - Best Practices in Service Quality.

Unit 5: Implementing and Sustaining TQM

Steps in TQM Implementation - Role of Top Management and Employees - Challenges in TQM Implementation - Case



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CBCS SYLLABUS (2023 -24) Regulation

Course Name: B.Com

Studies: Success and Failure of TQM in Commerce - Future Trends and Evolution of TQM.

TEXTBOOKS

1. "Total Quality Management" B. Janakiraman & Dr. R.K. Gopal
2. "Managing for Quality and Performance Excellence" James R. Evans and William M. Lindsay

REFERENCES books:

1. Goetsch, D. L., & Davis, S. B. (2014). Quality Management for Organizational Excellence. Pearson.
2. Summers, D. C. (2008). Quality. Prentice Hall.
3. Evans, J. R., & Lindsay, W. M. (2016). Managing for Quality and Performance Excellence. Cengage Learning.
4. Deming, W. E. (2000). Out of the Crisis. MIT press.
5. Juran, J. M., & Godfrey, A. B. (1999). Juran's Quality Handbook. McGraw-Hill.