



# **Programme Project Report (PPR)**

## **Bachelor of Business Administration (BBA)**

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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.

- 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

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- i. **“Programme”** means Under-graduate Degree Programme offered under 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. **“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.
- vi. **“Director”** means the Director of the Centre for Distance and Online Education (CDOE), CDOE is a part of AMET. AMET credentials – 30 years in existence.
- vii. **“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.
- viii. **“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;

## **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.
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.

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.

#### **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 Online Lin 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:**

Prospective target groups for a Bachelor of Business Administration (BBA) program through OL (OL) 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 Online 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 Online Learning and/or Online mode to acquire specific skills and competence:**

A BBA programme conducted through Online mode can be highly appropriate for acquiring specific skills and competence due to several reasons:

Flexibility and Accessibility: 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 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:** 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.



## V. Instructional Design:

Instructional design is the practice of designing, creating and delivering learning materials and programs. It can be applied to both physical and virtual education, including online courses.

The 5 steps of ADDIE instructional model is used with the steps such as

- Analyze
- Design
- Develop
- Implement
- Evaluate

### a. Curriculum Design & Credit Structure

#### BBA - Semester I

S.No	Course Code	Course Title	L	T	P	C
<b>Foundation Course – 3 Credits</b>						
1	CDOEBB101D	Business English- I	2	0	0	2
2	CDOEBB102D	Communication Skills Laboratory - I	0	0	2	1
<b>Programme Core (Mandatory) - 15 Credits</b>						
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
<b>Programme Elective</b>						
		Elective-1	3	0	0	3
<b>TOTAL</b>			<b>18</b>	<b>2</b>	<b>4</b>	<b>22</b>

#### BBA - Semester: II

S.No	Course Code	Course Title	L	T	P	C
<b>Foundation Course – 3 Credits</b>						
1	CDOEBB201D	Business English- II	2	0	0	2
2	CDOEBB202D	Communication Skills Laboratory - II	0	0	2	1
<b>Programme Core (Mandatory) - 15 Credits</b>						
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
<b>Programme Elective</b>						
		Elective-2	3	0	0	3
<b>TOTAL</b>			<b>19</b>	<b>1</b>	<b>2</b>	<b>21</b>

### BBA - Semester: III

S.No	Course Code	Course Title	L	T	P	C
<b>Foundation Course – 1 Credits</b>						
1	CDOEBB301D	Interpersonal Communication	0	0	2	1
<b>Programme Core (Mandatory) - 18 Credits</b>						
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
<b>Programme Elective</b>						
		Elective-3	3	0	0	3
<b>TOTAL</b>			<b>21</b>	<b>0</b>	<b>2</b>	<b>22</b>

### BBA - Semester: IV

S.No	Course Code	Course Title	L	T	P	C
<b>Foundation Course – 1 Credits</b>						
1	CDOEBB401D	Professional communication	0	0	2	1
<b>Programme Core (Mandatory) - 15Credits</b>						
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
<b>Programme Elective</b>						
		Elective-4	3	0	0	3
<b>TOTAL</b>			<b>18</b>	<b>0</b>	<b>2</b>	<b>19</b>

### BBA - Semester: V

S.No	Course Code	Course Title	L	T	P	C
<b>Programme Core (Mandatory) - 18 Credits</b>						
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
<b>Programme Elective</b>						
		Elective-5	3	0	0	3
<b>TOTAL</b>			<b>18</b>	<b>2</b>	<b>0</b>	<b>21</b>

### BBA - Semester: VI

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

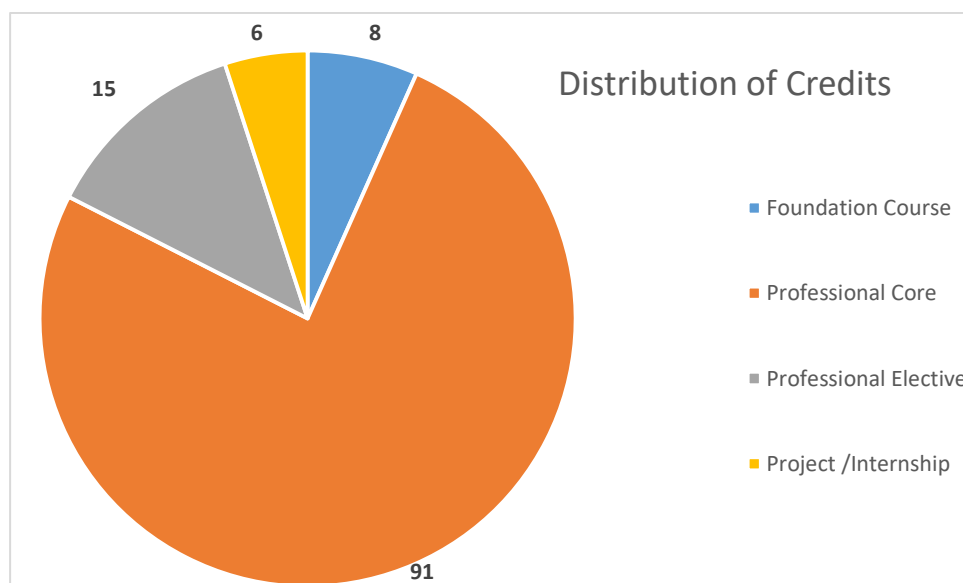
S.No	Course Code	Course Title	L	T	P	C
<b>Programme Electives</b>						
1	CDOEBBE1	Business Economics	3	0	0	3
2	CDOEBBE2	Ethics and values	3	0	0	3
3	CDOEBBE3	Quantitative Techniques for Management	3	0	0	3
4	CDOEBBE4	Strategic Business Leadership	3	0	0	3
5	CDOEBBE5	Management Information System	3	0	0	3
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

## 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
<b>Total</b>	<b>122</b>	<b>107</b>	<b>6</b>	<b>20</b>	<b>120</b>

### Distribution of Credits

Foundation Course	Professional Core	Professional Elective	Project	Total
8	91	15	6	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 OL.

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.

## VI. Procedure for admissions, curriculum transaction and evaluation:

### A. ELIGIBILITY FOR ADMISSION

Eligibility for Admission into Online 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.
- Self Assessment/Practice Tests (unscored)

- Continuous Assessments /Assignments
- Online PCP Classroom Lectures (Recorded or via Virtual Classroom session) as
- conducted each semester.
- 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:

<b>Programme (ODL/OL)</b>	<b>Min. No. of Semesters</b>	<b>Max. No. of Semesters</b>
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 Online programmes 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/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 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 OL 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.

**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 OL 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
<b>Total</b>	<b>30</b>		<b>70</b>

- End Semester Assessment Pattern for Online Learning Mode: All End Semester Examinations or Term-End Semester for programmes offered through Online 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 OL 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:

<b>Letter Grades</b>	<b>Grade Points</b>	<b>Percentage of Marks</b>
<b>O (Outstanding)</b>	10	100
<b>A+ (Excellent)</b>	9.0 – 9.9	Marks $\geq$ 90 and Marks $\leq$ 99
<b>A (Very Good)</b>	8.0 – 8.9	Marks $\geq$ 80 and Marks $\leq$ 89

<b>B+</b> (Good)	7.0 – 7.9	Marks $\geq$ 70 and Marks $\leq$ 79
<b>B</b> (Above Average)	6.0 – 6.9	Marks $\geq$ 60 and Marks $\leq$ 69
<b>C</b> (Average)	5.0 – 5.9	Marks $\geq$ 50 and Marks $\leq$ 59
<b>P</b> (Pass)	4.0 – 4.9	Marks $\geq$ 40 and Marks $\leq$ 49
<b>RA</b> (Re-Appear)	0.0 – 3.9	Marks < 40
<b>AB</b> (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**

<b>Maximum CIA (Continuous Internal Assessment)</b>	<b>30</b>
<b>Maximum ESE (End Semester Examinations)</b>	<b>70</b>

- 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.

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

\* 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.

## 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 OL programme and who desire to avail themselves of library facilities will be permitted to make use of the Exclusive Library earmarked for OL programmes in the University and also they will be permitted to use the main University Library.

## VIII. Cost estimate of the programme and the provisions:

The Finance Committee will set aside budgetary provisions towards Programme Development, Programme Delivery, and Programme Maintenance. Once the programmes are operational, fee receipts from the program may be used to cover the same, as per the guidance of the Executive Council. The cost estimate is given in Indian Rupees (INR) for launching three online programmes such as MBA, BBA, and B.Com:

<b>1. Technology Infrastructure:</b>	
Website Development:	17,55,000
Learning Management System (LMS):	70,20,000
Video Conferencing Tools:	3,51,000
<b>2. Content Creation:</b>	
Curriculum Development:	17,55,000
Multimedia Production:	1,75,50,000
Copyrights and Licensing:	3,51,000
<b>3. Faculty and Staff:</b>	
Instructional Designers:	5,00,000
Subject Matter Experts:	5,00,000
Technical Support:	1,00,000
<b>4. Marketing and Promotion:</b>	
Digital Marketing:	25,00,000
Branding and Design:	25,00,000
<b>5. Administration and Operations:</b>	
Administrative Staff:	12,00,000
Legal and Regulatory Compliance:	1,00,000
<b>6. Infrastructure and Equipment:</b>	
Servers and Hosting:	24,57,000
Computers and Devices:	24,57,000
<b>7. Miscellaneous Expenses:</b>	
Training and Development:	5,00,000
Contingency Fund:	10,00,000
	<b>4,25,96,000</b>

## **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 OL Programs, the University shall establish a Centre for Internal Quality Assurance exclusively for programmes in the Online Learning mode and follow the Quality Assurance Guidelines on learning materials in multiple media, human resources, curriculum and pedagogy, as specified in the UGC OL 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.

## **ANNEXURE - DETAILED SYLLABI**





**CBCS CURRICULUM – 2023-24**

**Course Name: BBA**

# **SEMESTER - I**



Program	BBA – Shipping											
Course Code <b>CDOEBB101D</b>	Course Name <b>BUSINESS ENGLISH -I</b>							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"> <li>To acquaint the learners with the fundamentals of communication and help them to transform their communication abilities in business environment.</li> <li>To help the learners acquire the techniques and nuances of preparing letters and memos used in business correspondence.</li> <li>To facilitate the students with required vocabulary to communicate effectively.</li> <li>To enhance the learners to understand the syntactic and semantic aspects of business writing.</li> <li>To demonstrate an understanding of preparing and presenting business reports and minutes.</li> </ol>											
Course Outcome	At the end of the course, the student should be able to:											
	<b>CO</b>	<b>Course Outcome</b>									<b>BTL</b>	
	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	
<b>Pos/COs</b>	<b>PO1</b>	<b>PO2</b>	<b>PO3</b>	<b>PO4</b>	<b>PO5</b>	<b>PO6</b>	<b>PO7</b>	<b>PSO1</b>	<b>PSO2</b>	<b>PSO3</b>	<b>PSO4</b>	
<b>CO1</b>	2	3	-	-	-	-	-	-	-	-	-	
<b>CO2</b>	2	3	-	-	-	-	2	-	-	-	-	
<b>CO3</b>	2	3	-	-	-	-	-	-	-	-	-	
<b>CO4</b>	2	3	-	-	-	-	2	-	-	-	-	
<b>CO5</b>	2	3	-	-	-	-	-	-	-	-	-	
<b>CO6</b>	2	3	-	-	-	-	2	-	-	-	-	
<b>average</b>	<b>2.00</b>	<b>3.00</b>	-	-	-	-	<b>2.00</b>	-	-	-	-	
<b>Correlation Levels</b>	<b>1. Slight (Low)</b>				<b>2. Moderate (Medium)</b>			<b>3. Substantial (High)</b>				



#### UNIT I

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

#### UNIT II

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

#### UNIT III

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

#### UNIT IV

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

#### UNIT V

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

#### Text Book

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

#### References

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



Program		BBA – Shipping																																																																																																															
Course Code <b>CDOEBB102D</b>		Course Name : <b>COMMUNICATION SKILLS-I</b>								L	T	P	C																																																																																																				
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Year and Semester		I Year ( I Semester )																																																																																																															
Course Category		Foundation				Core				Elective																																																																																																							
		✓																																																																																																															
Course Objective		1. To listen conversation and motivational speeches. 2. To enable students speaking effectively in real life situations and soft skills. 3. To equip them with employability skills to enhance their prospect of placements.																																																																																																															
Course Outcome		At the end of the course, the student should be able to: <table border="1" style="width:100%; border-collapse: collapse;"> <thead> <tr> <th align="center">CO</th> <th align="center" colspan="12">Course Outcome</th> <th align="center">BTL</th> </tr> </thead> <tbody> <tr> <td align="center">CO1</td> <td colspan="12">Communicate with others in practical, business-oriented situations</td> <td align="center">K1</td> </tr> <tr> <td align="center">CO2</td> <td colspan="12">Identify the proper tone of language required in writing and speaking in business communication.</td> <td align="center">K4</td> </tr> <tr> <td align="center">CO3</td> <td colspan="12">Relate between letters and memos and various forms of Business Communication.</td> <td align="center">K2</td> </tr> <tr> <td align="center">CO4</td> <td colspan="12">Display knowledge on grammar and other linguistic features in writing various forms of business communication.</td> <td align="center">K3</td> </tr> <tr> <td align="center">CO5</td> <td colspan="12">Write business reports, minutes, proposals etc.,</td> <td align="center">K3</td> </tr> <tr> <td align="center">CO6</td> <td colspan="12">Present the report and memos in front of an audience.</td> <td align="center">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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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 <b>CDOEBB103D</b>	Course Name	L	T	P	C
	<b>Principles of Management and Organizational Behaviour</b>	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				
	<b>CO</b>	<b>Course Outcome</b>			<b>BTL</b>
	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
<b>Average</b>	<b>2.00</b>	<b>2.00</b>	<b>2.00</b>	<b>2.17</b>	<b>3.00</b>	<b>2.00</b>	<b>3.00</b>	<b>2.00</b>	<b>2.00</b>	<b>3.00</b>	<b>3.00</b>
<b>Correlation Levels</b>	<b>1. Slight (Low)</b>			<b>2. Moderate (Medium)</b>			<b>3. Substantial (High)</b>				



### **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 <b>CDOEBB104D</b>		Course Name : <b>Introduction to Shipping Business</b>						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"> <li>1. To gain knowledge on the scope, functions and challenges of shipping business.</li> <li>2. To understand the specifications of ship</li> <li>3. To familiarize the classification of cargoes</li> <li>4. To understande the classification of ships</li> <li>5. To learn the shipping organizations and International Commercial Terms</li> <li>6. To study the concepts of shipping business</li> </ol>																																																																																						
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CO3	2	-	-	-	-	2	3	2	-	2	3																																																																													
CO4	3	3	3	2	3	3	3	2	-	2	3																																																																													
CO5	3	3	2	-	3	3	3	2	2	2	3																																																																													
CO6	3	3	2	2	3	3	3	2	2	2	3																																																																													
average	2.67	3.00	2.33	2.00	2.75	2.67	3.00	2.17	2.00	2.00	3.00																																																																													
Correlation Levels		1. Slight (Low)			2. Moderate (Medium)			3. Substantial (High)																																																																																



**UNIT 1: OVERVIEW OF SHIPPING BUSINESS**

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

**UNIT 2: BASIC SPECIFICATIONS OF A SHIP**

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

**UNIT 3: CLASSIFICATION OF CARGOES**

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

**UNIT 4: CLASSIFICATION OF SHIPS**

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

**UNIT5: SHIPPING PRACTITIONERS AND INCOTERMS.**

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

**TEXT BOOKS:**

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

**REFERENCE:**

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



Program		BBA Shipping																															
Course Code <b>CDOEBB105D</b>		Course Name : <b>Business Statistics</b>						L 2	T 1	P 0	C 3																						
Year and Semester		I (I Semester )																															
Course category		Core ✓	Elective																														
Course Objective		1. To understand the Statistical concepts for business. 2. To study the measures of central tendency and variations. 3. To learn the practical aspects of Correlation and Regression Analysis 4. To acquire knowledge on Index numbers 5. To gain knowledge on forecasting techniques and time series analysis.																															
Course Outcome		On successful completion of the course, the students will be able to <table border="1" style="width:100%; border-collapse: collapse;"> <thead> <tr> <th>CO</th> <th>Course Outcomes</th> <th>BTL</th> </tr> </thead> <tbody> <tr> <td>CO1</td> <td>Identify the types of data</td> <td>K3</td> </tr> <tr> <td>CO2</td> <td>Categorize the measures of central tendency and variation of data</td> <td>K4</td> </tr> <tr> <td>CO3</td> <td>Analyse the correlation and regression analysis</td> <td>K4</td> </tr> <tr> <td>CO4</td> <td>Examine the application of Index numbers</td> <td>K4</td> </tr> <tr> <td>CO5</td> <td>Analyse the time series for business forecasting</td> <td>K4</td> </tr> <tr> <td>CO6</td> <td>Apply the statistical tools for Business decisions</td> <td>K3</td> </tr> </tbody> </table>											CO	Course Outcomes	BTL	CO1	Identify the types of data	K3	CO2	Categorize the measures of central tendency and variation of data	K4	CO3	Analyse the correlation and regression analysis	K4	CO4	Examine the application of Index numbers	K4	CO5	Analyse the time series for business forecasting	K4	CO6	Apply the statistical tools for Business decisions	K3
CO	Course Outcomes	BTL																															
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																															
Pos/ COs	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PSO1	PSO2	PSO3	PSO4																						
CO1	2	-	-	-	-	-	2	2	-	-	2																						
CO2	2	-	-	-	-	-	2	2	-	-	2																						
CO3	2	-	-	-	-	-	2	2	2	-	2																						
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 <b>CDOEBB106D</b>		Course Name : <b>Marketing Management</b>						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"> <li>1. To learn the basics of marketing and market environment</li> <li>2. To understand the concept of product decisions</li> <li>3. To gain the knowledge of pricing</li> <li>4. To know about the forms of distribution channels</li> <li>5. To gain knowledge on promotion</li> </ol>										
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, 6<sup>th</sup> edition, Tata McGraw Hill, 2019
2. Marketing Management, Ramaswamy, V.S. and Namakumari, S., 6<sup>th</sup> 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 16<sup>th</sup> edition, Pearson, 2022



Program	BBA Shipping				
Course Code <b>CDOEBB107D</b>	Course Name: <b>Information Technology for Business</b>	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				
	<b>CO</b>	<b>Course Outcomes</b>			<b>BTL</b>
	CO1	Explain Information Technology for business			K2
	CO2	Explain the Hardware, Software and working of systems			K2
	CO3	Examine the concepts of data organization and DBMS			K4
	CO4	Identify the importance of computer networks			K3
	CO5	Identify the security issues in computer networks			K3
CO6	Apply the recent trends of computer application in business			K3	

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

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 <b>CDOEBB108D</b>	Course Name:	L	T	P	C
	<b>IT Tools for Business</b>	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				
	<b>CO</b>	<b>Course Outcomes</b>			<b>BTL</b>
	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
<b>CO1</b>	3	-	-	-	3	-	3	3	2	-	3
<b>CO2</b>	2	-	-	-	2	-	3	2	2	-	3
<b>CO3</b>	3	-	2	-	2	-	3	3	2	2	3
<b>CO4</b>	2	-	2	-	3	2	3	2	2	2	3
<b>Average</b>	<b>2.67</b>	<b>-</b>	<b>2.00</b>	<b>2.00</b>	<b>2.67</b>	<b>2.67</b>	<b>3.00</b>	<b>2.67</b>	<b>2.00</b>	<b>2.00</b>	<b>3.00</b>

<b>Correlation Levels</b>	<b>1. Slight (Low)</b>	<b>2. Moderate (Medium)</b>	<b>3. Substantial (High)</b>
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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 <b>CDOEBB201D</b>	Course Name :	L	T	P	C
	<b>Business English -II</b>	2	0	0	2
Year and Semester	I Year ( II Semester )				
Course Category	Foundation	Core		Elective	
	✓				
Course Objective	<ol style="list-style-type: none"> <li>To engage learners in meaningful language activities to improve their LSRW skills.</li> <li>To help learners understand the purpose, contexts and different types of business communication.</li> <li>To communicate effectively with others in practical, business oriented situations.</li> <li>To express themselves in English with greater fluency, accuracy and confidence.</li> <li>To handle themselves in English in a variety of business contexts of negotiating, using the telephone, making presentations, and socializing.</li> </ol>				
Course Outcome	At the end of the course the student should be able to:				
	<b>CO</b>	<b>Course Outcome</b>			<b>BTL</b>
	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	<b>2.00</b>	<b>3.00</b>	-	-	-	-	<b>2.00</b>	-	-	-	-

<b>Correlation Levels</b>	<b>1. Slight (Low)</b>	<b>2. Moderate (Medium)</b>	<b>3. Substantial (High)</b>
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#### 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.

#### UNIT IV

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



**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 <b>CDOEBB203D</b>	Course Name <b>Business Accounting</b>	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"> <li>To learn the fundamentals of accounting;</li> <li>To study the process of accounting</li> <li>To understand the preparation of financial statements of sole proprietorship</li> <li>To know the need for preparation of bank reconciliation statement</li> <li>To gain knowledge on depreciation accounting</li> </ol>				
Course Outcomes	On successful completion of the course, the students will be able to				
	<b>CO</b>	<b>Course Outcomes</b>			<b>BTL</b>
	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
<b>Average</b>	<b>2.33</b>	<b>2.00</b>	<b>2.00</b>	<b>2.20</b>	<b>2.50</b>	<b>-</b>	<b>2.33</b>	<b>2.25</b>	<b>2.33</b>	<b>2.00</b>	<b>2.33</b>
<b>Correlation Levels</b>	<b>1. Slight (Low)</b>			<b>2. Moderate (Medium)</b>			<b>3. Substantial (High)</b>				

**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, 25<sup>th</sup> Edition.
2. S.N.Maheswari, An Introduction to Accountancy, Vikas Publishing House (2018), 12<sup>th</sup> 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 <b>CDOEBB204D</b>		Course Name : <b>International Trade</b>						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"> <li>To understand the evolution of international trade</li> <li>To acquire knowledge on trade barriers</li> <li>To gain knowledge on international trade organizations</li> <li>To learn the concepts of regionalism in international trade</li> <li>To understand the international trade environment in India</li> </ol>										
Course Outcome		On successful completion of the course, the students will be able to										
		<b>CO</b>	<b>Course Outcomes</b>								<b>BTL</b>	
		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	
<b>Pos/COs</b>	<b>PO1</b>	<b>PO2</b>	<b>PO3</b>	<b>PO4</b>	<b>PO5</b>	<b>PO6</b>	<b>PO7</b>	<b>PSO1</b>	<b>PSO2</b>	<b>PSO3</b>	<b>PSO4</b>	
<b>CO1</b>	2	-	2	-	3	2	3	2	2	2	3	
<b>CO2</b>	3	3	2	2	3	3	3	2	3	3	3	
<b>CO3</b>	3	3	2	2	3	3	3	2	3	3	3	
<b>CO4</b>	3	3	2	2	3	3	3	2	3	3	3	
<b>CO5</b>	3	3	2	2	3	3	3	2	3	3	3	
<b>CO6</b>	3	3	2	2	3	3	3	2	3	3	3	
<b>Average</b>	<b>2.83</b>	<b>3.00</b>	<b>2.00</b>	<b>2.00</b>	<b>3.00</b>	<b>2.83</b>	<b>3.00</b>	<b>2.00</b>	<b>2.83</b>	<b>2.83</b>	<b>3.00</b>	
<b>Correlation Levels</b>		<b>1. Slight (Low)</b>			<b>2. Moderate (Medium)</b>			<b>3. Substantial (High)</b>				

**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 <b>CDOEBB205D</b>		Course Name : <b>Economics of Sea Transport</b>						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"> <li>To understand the demand and supply of shipping economics.</li> <li>To study the different aspects of shipping economics.</li> <li>To acquire knowledge about shipping market economics.</li> <li>To learn the role of shipping companies.</li> <li>To gain knowledge on the economics of ship building and scrapping.</li> </ol>											
Course Outcome		On successful completion of the course, the students will be able to											
		<b>CO</b>	<b>Course Outcomes</b>									<b>BTL</b>	
		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	
<b>Pos/ Cos</b>	<b>PO1</b>	<b>PO2</b>	<b>PO3</b>	<b>PO4</b>	<b>PO5</b>	<b>PO6</b>	<b>PO7</b>	<b>PSO1</b>	<b>PSO2</b>	<b>PSO3</b>	<b>PSO4</b>		
<b>CO1</b>	2	-	-	-	2	2	3	2	-	2	3		
<b>CO2</b>	3	2	2	-	2	3	3	2	-	2	3		
<b>CO3</b>	3	3	2	2	3	3	3	2	-	2	3		
<b>CO4</b>	3	2	2	-	2	3	3	2	-	2	3		
<b>CO5</b>	3	3	-	-	-	3	3	3	2	2	3		
<b>CO6</b>	3	3	2	2	2	3	3	2	2	2	3		
<b>Average</b>	<b>2.83</b>	<b>2.60</b>	<b>2.00</b>	<b>2.00</b>	<b>2.20</b>	<b>2.83</b>	<b>3.00</b>	<b>2.17</b>	<b>2.00</b>	<b>2.00</b>	<b>3.00</b>		
<b>Correlation Levels</b>		<b>1. Slight (Low)</b>			<b>2. Moderate (Medium)</b>			<b>3. Substantial (High)</b>					



### **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



<b>PROGRAM</b>	<b>BBA SHIPPING</b>					
<b>Course Code</b> <b>CDOEBB206D</b>	<b>Course Name :</b> <b>Human Resource Management</b>		<b>L</b>	<b>T</b>	<b>P</b>	<b>C</b>
			<b>3</b>	<b>0</b>	<b>0</b>	<b>3</b>
Year and Semester	I (II Semester )		Contact Hours per week			
Prerequisite course	NIL		( 3 Hours )			
Course category	<b>Humanities and Social Sciences</b>	<b>Management courses</b>	<b>Professional Core</b>		<b>Professional Elective</b>	
		✓				
	<b>Basic Science</b>	<b>Engineering Science</b>	<b>Open Elective</b>		<b>Mandatory</b>	
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					
	<b>CO</b>	<b>Course Outcomes</b>				<b>BTL</b>
	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
<b>CO1</b>	-	-	2	2	2	-	2	-	2	2	2
<b>CO2</b>	-	-	2	2	2	-	2	-	2	2	2
<b>CO3</b>	2	2	3	2	3	-	3	2	2	2	2
<b>CO4</b>	2	2	2	2	3	-	3	2	2	2	3
<b>CO5</b>	2	2	2	2	3	-	3	3	2	2	3
<b>CO6</b>	2	2	3	2	3	-	3	2	2	2	3
<b>Average</b>	<b>2.00</b>	<b>2.00</b>	<b>2.33</b>	<b>2.00</b>	<b>2.67</b>	<b>-</b>	<b>2.67</b>	<b>2.25</b>	<b>2.00</b>	<b>2.00</b>	<b>2.50</b>
<b>Correlation Levels</b>	<b>1. Slight (Low)</b>			<b>2. Moderate (Medium)</b>			<b>3. Substantial (High)</b>				

### **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 <b>CDOEBB207D</b>		Course Name : <b>Foreign Exchange Markets</b>						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										
		<b>CO</b>	<b>Course Outcomes</b>									<b>BTL</b>
		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
<b>Pos/COs</b>	<b>PO1</b>	<b>PO2</b>	<b>PO3</b>	<b>PO4</b>	<b>PO5</b>	<b>PO6</b>	<b>PO7</b>	<b>PSO1</b>	<b>PSO2</b>	<b>PSO3</b>	<b>PSO4</b>	
<b>CO1</b>	2	2	2	2	2	-	2	2	2	2	2	
<b>CO2</b>	2	2	2	2	2	-	2	2	2	2	2	
<b>CO3</b>	3	2	2	2	2	2	3	3	3	3	3	
<b>CO4</b>	3	2	2	2	2	2	3	3	3	3	3	
<b>CO5</b>	3	2	2	2	2	2	3	3	3	3	3	
<b>CO6</b>	3	2	2	2	2	2	3	3	3	3	3	
<b>Average</b>	<b>2.67</b>	<b>2.00</b>	<b>2.00</b>	<b>2.00</b>	<b>2.00</b>	<b>2.00</b>	<b>2.67</b>	<b>2.67</b>	<b>2.67</b>	<b>2.67</b>	<b>2.67</b>	
<b>Correlation Levels</b>		<b>1. Slight (Low)</b>			<b>2. Moderate (Medium)</b>			<b>3. Substantial (High)</b>				

**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, 1<sup>st</sup> Edition.
2. C. Jeevanandam, Foreign Exchange: Practice, Concepts, Sultan Chand & Sons, New Delhi, 2020, 17<sup>th</sup> Edition

**REFERENCE :**

1. Ellen Boneparth, Foreign Exchange, Author House, 2017, 1<sup>st</sup> Edition





**CBCS CURRICULUM – 2023-24**

**Course Name: BBA**

# **SEMESTER - III**



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



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



### **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, 7<sup>th</sup> Edition
2. S.N. Maheshwari, Financial Management: Principles and Practice, Sultan Chand & Co. 2013, 4<sup>th</sup> Edition.

### **REFERENCES**

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



Program	BBA Shipping				
Course Code <b>CDOEBB303D</b>	Course Name :	L	T	P	C
	<b>Logistics Management</b>	3	0	0	3
Year and Semester	II (III Semester )				
Course Category	Core	Elective			
	✓				
Course Objective	<ol style="list-style-type: none"> <li>To learn the basics of logistics management</li> <li>To study the concept of integrated logistics</li> <li>To understand the inventory management and warehousing</li> <li>To acquire knowledge on role of logistics.</li> <li>To gain knowledge on recent trends in logistics management.</li> </ol>				
Course Outcome	On successful completion of the course, the students will be able to				
	<b>CO</b>	<b>Course Outcomes</b>			<b>BTL</b>
	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
<b>Average</b>	<b>2.67</b>	<b>2.00</b>	<b>2.00</b>	<b>2.00</b>	<b>2.00</b>	<b>2.00</b>	<b>3.00</b>	<b>2.67</b>	<b>2.00</b>	<b>2.00</b>	<b>3.00</b>

<b>Correlation Levels</b>	<b>1. Slight (Low)</b>	<b>2. Moderate (Medium)</b>	<b>3. Substantial (High)</b>
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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 <b>CDOEBB304D</b>		Course Name : <b>Ports and Terminals Management</b>						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"> <li>To study the economic impact of ports;</li> <li>To understand the port operation and its services.</li> <li>To learn the types of Terminals and their infrastructure.</li> <li>To know the components of Environmental, Health and safety</li> <li>To learn the port security measures</li> </ol>										
Course Outcome		On successful completion of the course, the students will be able to										
		<b>CO</b>	<b>Course Outcomes</b>									<b>BTL</b>
		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
<b>Pos/COs</b>	<b>PO1</b>	<b>PO2</b>	<b>PO3</b>	<b>PO4</b>	<b>PO5</b>	<b>PO6</b>	<b>PO7</b>	<b>PSO1</b>	<b>PSO2</b>	<b>PSO3</b>	<b>PSO4</b>	
<b>CO1</b>	2	-	2	2	2	2	3	2	2	2	3	
<b>CO2</b>	2	-	-	-	3	3	3	2	2	2	3	
<b>CO3</b>	-	-	-	-	2	3	3	2	-	2	3	
<b>CO4</b>	2	2	2	2	3	3	3	2	-	2	3	
<b>CO5</b>	-	2	-	-	2	3	3	2	2	2	3	
<b>CO6</b>	2	2	2	2	3	3	3	3	2	2	3	
<b>Average</b>	<b>2.00</b>	<b>2.00</b>	<b>2.00</b>	<b>2.00</b>	<b>2.50</b>	<b>2.83</b>	<b>3.00</b>	<b>2.17</b>	<b>2.00</b>	<b>2.00</b>	<b>3.00</b>	
<b>Correlation Levels</b>		<b>1. Slight (Low)</b>			<b>2. Moderate (Medium)</b>			<b>3. Substantial (High)</b>				





### **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 <b>CDOEBB305D</b>	Course Name : <b>Multimodal Transportation</b>	<b>L</b>	<b>T</b>	<b>P</b>	<b>C</b>						
		<b>3</b>	<b>0</b>	<b>0</b>	<b>3</b>						
Year and Semester	II (III Semester )	Contact Hours per week ( 3Hours )									
Prerequisite course	NIL										
Course category	<b>Humanities and Social Sciences</b>	<b>Management courses</b>	<b>Professional Core</b>				<b>Professional Elective</b>				
			✓								
	<b>Basic Science</b>	<b>Engineering Science</b>	<b>Open Elective</b>				<b>Mandatory</b>				
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										
	<b>CO</b>	<b>Course Outcomes</b>									<b>BTL</b>
	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
<b>Pos/COs</b>	<b>PO1</b>	<b>PO2</b>	<b>PO3</b>	<b>PO4</b>	<b>PO5</b>	<b>PO6</b>	<b>PO7</b>	<b>PSO1</b>	<b>PSO2</b>	<b>PSO3</b>	<b>PSO4</b>
<b>CO1</b>	2	2	2	-	2	2	2	2	2	2	2
<b>CO2</b>	3	3	3	-	3	3	3	3	3	3	3
<b>CO3</b>	2	2	2	-	3	2	3	2	2	2	3
<b>CO4</b>	2	2	2	2	3	3	3	2	2	2	3
<b>CO5</b>	3	2	2	2	3	3	3	3	2	2	3
<b>CO6</b>	3	3	2	2	3	3	3	3	2	2	3
<b>Average</b>	<b>2.50</b>	<b>2.33</b>	<b>2.17</b>	<b>2.00</b>	<b>2.83</b>	<b>2.67</b>	<b>2.83</b>	<b>2.50</b>	<b>2.17</b>	<b>2.17</b>	<b>2.83</b>
<b>Correlation Levels</b>	<b>1. Slight (Low)</b>			<b>2. Moderate (Medium)</b>			<b>3. Substantial (High)</b>				

### **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 <b>CDOEBB306D</b>		Course Name <b>Economic Geography</b>						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"> <li>To study the physical and geographical features of sea transport</li> <li>To understand the modes of transportation system</li> <li>To gain knowledge in the ports and hinterland</li> <li>To acquire the knowledge of raw materials, minerals and agricultural commodities</li> <li>To learn the major trade blocs</li> </ol>									
Course Outcome		On successful completion of the course, the students will be able to									
		<b>CO</b>	<b>Course Outcomes</b>								<b>BTL</b>
		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
<b>Pos/ Cos</b>	<b>PO1</b>	<b>PO2</b>	<b>PO3</b>	<b>PO4</b>	<b>PO5</b>	<b>PO6</b>	<b>PO7</b>	<b>PSO1</b>	<b>PSO2</b>	<b>PSO3</b>	<b>PSO4</b>
<b>CO1</b>	2	2	2	2	2	2	3	2	2	2	3
<b>CO2</b>	3	2	2	2	3	3	3	3	2	3	3
<b>CO3</b>	3	2	2	2	3	3	3	3	2	3	3
<b>CO4</b>	3	2	2	3	3	3	3	3	2	3	3
<b>CO5</b>	3	3	2	3	3	3	3	3	2	3	3
<b>CO6</b>	3	3	2	3	3	3	3	3	2	3	3
<b>Average</b>	<b>2.83</b>	<b>2.33</b>	<b>2.00</b>	<b>2.50</b>	<b>2.83</b>	<b>2.83</b>	<b>3.00</b>	<b>2.83</b>	<b>2.00</b>	<b>2.83</b>	<b>3.00</b>
<b>Correlation Levels</b>		<b>1. Slight (Low)</b>			<b>2. Moderate (Medium)</b>			<b>3. Substantial (High)</b>			

### **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 <b>CDOEBB307D</b>		Course Name <b>Retail Management</b>						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"> <li>To learn about retailing</li> <li>To gain knowledge on retail formats</li> <li>To understand the retail operations</li> <li>To know about the management of the store</li> <li>To know about future trends in retailing</li> </ol>																														
Course Outcome		<p style="text-align: center;">On successful completion of the course, the students will be able to</p> <table border="1" style="width: 100%; border-collapse: collapse;"> <thead> <tr> <th>CO</th> <th>Course Outcomes</th> <th>BTL</th> </tr> </thead> <tbody> <tr> <td>CO1</td> <td>Identify the 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"> <li>To enhance the Employability and Career Skills of students</li> <li>To enlighten the students towards effective skills for career development</li> <li>To prepare themselves for interviews and develop their confidence</li> <li>To deliver short speeches in front of an audience</li> <li>To prepare effective and impressive CV and Cover Letters</li> </ol>															
Course Outcome		At the end of the course, the student should be able to: <ol style="list-style-type: none"> <li>Face an interview</li> <li>Present effective speeches using verbal and non verbal techniques</li> <li>Use appropriate vocabulary in formal communication</li> <li>Write CVs effectively and persuasively</li> <li>Comprehend different genres of speech and the implied meanings effectively</li> <li>Participate in Group discussions and debates effectively</li> </ol>															
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"> <li>To learn the basics of liner trade</li> <li>To understand the various of liner services</li> <li>To know about the cargo stowage and bill of lading</li> <li>To study the structure of a liner shipping company</li> <li>To acquire knowledge on the marketing of liner services</li> </ol>										
Course Outcome		On successful completion of the course, the students will be able to										
		<b>CO</b>	<b>Course Outcomes</b>								<b>BTL</b>	
		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	
<b>Pos/ COs</b>	<b>PO1</b>	<b>PO2</b>	<b>PO3</b>	<b>PO4</b>	<b>PO5</b>	<b>PO6</b>	<b>PO7</b>	<b>PSO1</b>	<b>PSO2</b>	<b>PSO3</b>	<b>PSO4</b>	
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	
<b>Average</b>	<b>2.17</b>	<b>-</b>	<b>-</b>	<b>-</b>	<b>2.25</b>	<b>2.00</b>	<b>2.00</b>	<b>2.17</b>	<b>2.00</b>	<b>2.25</b>	<b>2.00</b>	
<b>Correlation Levels</b>		<b>1. Slight (Low)</b>			<b>2. Moderate (Medium)</b>			<b>3. Substantial (High)</b>				



### **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 claused" Bill of Lading.

### **UNIT 4 : ORGANIZATION STRUCTURE OF A LINER SHIPPING COMPANY**

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

### **UNIT 5 : MARKETING OF LINER SERVICES**

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

### **TEXT BOOK :**

1. Elements of Shipping, 8<sup>th</sup> 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"> <li>To understand the concept of marine insurance</li> <li>To comprehend the marine insurance market structure</li> <li>To know the risks covered by marine insurance</li> <li>To acquire knowledge in different institute clauses</li> <li>To gain knowledge on marine insurance claims</li> </ol>									
Course Outcome		On successful completion of the course, the students will be able to									
		<b>CO</b>	<b>Course Outcomes</b>								<b>BTL</b>
		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
<b>Pos/ COs</b>	<b>PO1</b>	<b>PO2</b>	<b>PO3</b>	<b>PO4</b>	<b>PO5</b>	<b>PO6</b>	<b>PO7</b>	<b>PSO1</b>	<b>PSO2</b>	<b>PSO3</b>	<b>PSO4</b>
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
<b>Correlation Levels</b>		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	T	P	C	
								4	0	0	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											
	<b>CO</b>	<b>Course Outcomes</b>										
	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.										
<b>Pos/COs</b>	<b>PO1</b>	<b>PO2</b>	<b>PO3</b>	<b>PO4</b>	<b>PO5</b>	<b>PO6</b>	<b>PO7</b>	<b>PSO1</b>	<b>PSO2</b>	<b>PSO3</b>	<b>PSO4</b>	
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	
<b>Average</b>	<b>2.17</b>	<b>-</b>	<b>-</b>	<b>-</b>	<b>2.00</b>	<b>2.00</b>	<b>2.33</b>	<b>2.17</b>	<b>2.00</b>	<b>2.00</b>	<b>2.33</b>	
<b>Correlation Levels</b>	<b>1. Slight (Low)</b>				<b>2. Moderate (Medium)</b>			<b>3. Substantial (High)</b>				



### **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										
		<b>CO</b>	<b>Course Outcomes</b>								<b>BTL</b>	
		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	
<b>Pos/COs</b>	<b>PO1</b>	<b>PO2</b>	<b>PO3</b>	<b>PO4</b>	<b>PO5</b>	<b>PO6</b>	<b>PO7</b>	<b>PSO1</b>	<b>PSO2</b>	<b>PSO3</b>	<b>PSO4</b>	
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	
<b>Average</b>	<b>2.80</b>	<b>3.00</b>	<b>2.83</b>	<b>2.00</b>	<b>2.50</b>	<b>2.83</b>	<b>3.00</b>	<b>2.83</b>	<b>2.50</b>	<b>2.67</b>	<b>3.00</b>	
<b>Correlation Levels</b>	<b>1. Slight (Low)</b>			<b>2. Moderate (Medium)</b>			<b>3. Substantial (High)</b>					



**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"> <li>To know the fundamentals of warehousing</li> <li>To gain knowledge about the warehouse management system</li> <li>To learn about the warehouse inventory handling management systems</li> <li>To understand the networking of inventory management</li> <li>To study the principles and performance of material handling system</li> </ol>										
Course Outcome		On successful completion of the course, the students will be able to										
		<b>CO</b>	<b>Course Outcomes</b>								<b>BTL</b>	
		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	
<b>Pos/COs</b>	<b>PO1</b>	<b>PO2</b>	<b>PO3</b>	<b>PO4</b>	<b>PO5</b>	<b>PO6</b>	<b>PO7</b>	<b>PSO1</b>	<b>PSO2</b>	<b>PSO3</b>	<b>PSO4</b>	
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	
<b>2.80</b>	<b>2.00</b>	<b>2.00</b>	<b>-</b>	<b>2.17</b>	<b>2.17</b>	<b>3.00</b>	<b>2.00</b>	<b>2.00</b>	<b>2.00</b>	<b>3.00</b>	<b>2.80</b>	
<b>Correlation Levels</b>		<b>1. Slight (Low)</b>				<b>2. Moderate (Medium)</b>			<b>3. Substantial (High)</b>			

**UNIT 1 : INTRODUCTION TO WAREHOUSING**

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

**UNIT 2 : WAREHOUSE MANAGEMENT SYSTEMS**

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

**UNIT 3 : INTRODUCTION TO INVENTORY MANAGEMENT**

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

**UNIT4 : INVENTORY CONTROL TECHNIQUES**

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

**UNIT5 : PRINCIPLES AND PERFORMANCE MEASURES OF MATERIAL HANDLING SYSTEMS**

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

**TEXT BOOKS :**

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

**REFERENCE**

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



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



### **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				
	<b>CO</b>	<b>Course Outcomes</b>			<b>BTL</b>
	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										
		<b>CO</b>	<b>Course Outcomes</b>								<b>BTL</b>	
		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	
<b>Pos/COs</b>	<b>PO1</b>	<b>PO2</b>	<b>PO3</b>	<b>PO4</b>	<b>PO5</b>	<b>PO6</b>	<b>PO7</b>	<b>PSO1</b>	<b>PSO2</b>	<b>PSO3</b>	<b>PSO4</b>	
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	
<b>Average</b>	<b>2.17</b>	<b>-</b>	<b>-</b>	<b>-</b>	<b>2.25</b>	<b>2.00</b>	<b>2.00</b>	<b>2.17</b>	<b>2.00</b>	<b>2.25</b>	<b>2.00</b>	
<b>Correlation Levels</b>		<b>1. Slight (Low)</b>			<b>2. Moderate (Medium)</b>			<b>3. Substantial (High)</b>				



### **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											
	<b>CO</b>	<b>Course Outcomes</b>									<b>BTL</b>	
	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		
<b>Pos/COs</b>	<b>PO1</b>	<b>PO2</b>	<b>PO3</b>	<b>PO4</b>	<b>PO5</b>	<b>PO6</b>	<b>PO7</b>	<b>PSO1</b>	<b>PSO2</b>	<b>PSO3</b>	<b>PSO4</b>	
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	
<b>Average</b>	<b>2.83</b>	<b>2.33</b>	<b>3.00</b>	<b>2.00</b>	<b>2.33</b>	<b>2.50</b>	<b>3.00</b>	<b>3.00</b>	<b>2.00</b>	<b>2.00</b>	<b>3.00</b>	
<b>Correlation Levels</b>	<b>1. Slight (Low)</b>			<b>2. Moderate (Medium)</b>				<b>3. Substantial (High)</b>				



### **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"> <li>To study the fundamentals of entrepreneurship</li> <li>To know the business opportunity and business plan</li> <li>To gain knowledge about the project management</li> <li>To understand the sources of finance and its analysis</li> <li>To learn about the process of starting small enterprises</li> </ol>				
Course Outcome	On successful completion of the course, the students will be able to				
	<b>CO</b>	<b>Course Outcome</b>			<b>BTL</b>
	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
<b>Correlation Levels</b>	<b>1. Slight (Low)</b>			<b>2. Moderate (Medium)</b>			<b>3. Substantial (High)</b>				



### **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	T	P	C	
								3	0	0	3	
Year and Semester	III (VI Semester )											
Course Category	Core			Elective								
	✓											
Course Objective	<ol style="list-style-type: none"> <li>To learn the role of corporate governance</li> <li>To study the structure of corporate governance</li> <li>To understand the duties and responsibilities of board of directors</li> <li>To know the role of auditors in corporate governance</li> <li>To understand the importance of corporate social responsibility</li> </ol>											
Course Outcome	On successful completion of the course, the students will be able to											
	<b>CO</b>	<b>Course Outcome</b>									<b>BTL</b>	
	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	
<b>Pos/ COs</b>	<b>PO1</b>	<b>PO2</b>	<b>PO3</b>	<b>PO4</b>	<b>PO5</b>	<b>PO6</b>	<b>PO7</b>	<b>PSO1</b>	<b>PSO2</b>	<b>PSO3</b>	<b>PSO4</b>	
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	
<b>Average</b>	<b>2.67</b>	<b>2.00</b>	<b>2.00</b>	<b>2.25</b>	<b>2.20</b>	<b>2.20</b>	<b>3.00</b>	<b>3.00</b>	<b>2.00</b>	<b>3.00</b>	<b>3.00</b>	
<b>Correlation Levels</b>	<b>1. Slight (Low)</b>			<b>2. Moderate (Medium)</b>			<b>3. Substantial (High)</b>					



### **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"> <li>To learn the fundamentals of business reporting</li> <li>To study the format of research report</li> <li>To learn the guidelines of report preparation</li> <li>To gain knowledge on analysis and discussion</li> <li>To understand the publication of report</li> </ol>										
Course Outcome	On successful completion of the course, the students will be able to										
	<b>CO</b>	<b>Course Outcome</b>									<b>BTL</b>
	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
<b>Pos/ COs</b>	<b>PO1</b>	<b>PO2</b>	<b>PO3</b>	<b>PO4</b>	<b>PO5</b>	<b>PO6</b>	<b>PO7</b>	<b>PSO1</b>	<b>PSO2</b>	<b>PSO3</b>	<b>PSO4</b>
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
<b>Average</b>	<b>3.0</b>	<b>3.0</b>	<b>2.3</b>	<b>-</b>	<b>2.7</b>	<b>2.0</b>	<b>3.0</b>	<b>3.0</b>	<b>2.3</b>	<b>2.7</b>	<b>3.0</b>
<b>Correlation Levels</b>	<b>1. Slight (Low)</b>			<b>2. Moderate (Medium)</b>			<b>3. Substantial (High)</b>				



### **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"> <li>To understand the scope of managerial Economics.</li> <li>To study the types of demand and forecasting.</li> <li>To learn the theories of consumer behaviour.</li> <li>To acquire knowledge about theories of production and cost.</li> <li>To gain knowledge on market structure.</li> </ol>				
Course Outcome	On successful completion of the course, the students will be able to				
	<b>CO</b>	<b>Course Outcomes</b>			<b>BTL</b>
	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
<b>Average</b>	2.40	2.00	2.00	2.00	2.00	2.50	3.00	2.40	2.00	2.00	3.00
<b>Correlation Levels</b>	<b>1. Slight (Low)</b>		<b>2. Moderate (Medium)</b>			<b>3. Substantial (High)</b>					

### 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 <b>CDOEBBE2</b>		Course Name : <b>Ethics and Values</b>						<b>L</b>	<b>T</b>	<b>P</b>	<b>C</b>		
								<b>3</b>	<b>0</b>	<b>0</b>	<b>3</b>		
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				
	<b>CO</b>	<b>Course Outcomes</b>			<b>BTL</b>
	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
<b>Average</b>	2.2	-	-	-	-	-	2.7	2.2	-	-	2.7
<b>Correlation Levels</b>	<b>1. Slight (Low)</b>			<b>2. Moderate (Medium)</b>			<b>3. Substantial (High)</b>				

**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 <b>CDOEBBE4</b>	Course Name : <b>Strategic Business Leadership</b>							<b>L</b>	<b>T</b>	<b>P</b>	<b>C</b>
								<b>3</b>	<b>0</b>	<b>0</b>	<b>3</b>
Year and Semester	II (III Semester )										
Prerequisite course	NIL										
Course Category	Core			Elective							
				✓							
Course Objective	<ol style="list-style-type: none"> <li>To understand the concept of leadership</li> <li>To Learn the leadership development</li> <li>To learn the types of Charismatic Leaders.</li> <li>To know the ethical decision and problems in leadership</li> <li>To learn the importance of contingency leadership</li> </ol>										
Course Outcome	On successful completion of the course, the students will be able to										
	<b>CO</b>	<b>Course Outcomes</b>									<b>BTL</b>
	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	
<b>Pos/COs</b>	<b>PO1</b>	<b>PO2</b>	<b>PO3</b>	<b>PO4</b>	<b>PO5</b>	<b>PO6</b>	<b>PO7</b>	<b>PSO1</b>	<b>PSO2</b>	<b>PSO3</b>	<b>PSO4</b>
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
<b>Average</b>	<b>2.00</b>	<b>2.00</b>	<b>2.00</b>	<b>2.00</b>	<b>2.50</b>	<b>2.83</b>	<b>3.00</b>	<b>2.17</b>	<b>2.00</b>	<b>2.00</b>	<b>3.00</b>
<b>Correlation Levels</b>	<b>1. Slight (Low)</b>				<b>2. Moderate (Medium)</b>			<b>3. Substantial (High)</b>			

**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.



-  
**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 <b>CDOEBBE5</b>	Course Name: <b>Management Information System</b>							<b>L</b>	<b>T</b>	<b>P</b>	<b>C</b>
								<b>3</b>	<b>0</b>	<b>0</b>	<b>3</b>
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										
	<b>CO</b>	<b>Course Outcomes</b>									<b>BTL</b>
	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	
<b>Pos/ COs</b>	<b>PO1</b>	<b>PO2</b>	<b>PO3</b>	<b>PO4</b>	<b>PO5</b>	<b>PO6</b>	<b>PO7</b>	<b>PSO1</b>	<b>PSO2</b>	<b>PSO3</b>	<b>PSO4</b>
<b>CO1</b>	-	-	-	-	2	-	3	2	-	2	3
<b>CO2</b>	2	-	-	-	2	2	3	2	-	2	3
<b>CO3</b>	2	-	-	-	2	2	3	2	-	2	3
<b>CO4</b>	2	-	-	-	2	2	3	2	2	2	3
<b>CO5</b>	3	-	-	-	3	2	3	2	2	2	3
<b>CO6</b>	3	-	-	-	3	2	3	2	2	2	3
<b>Average</b>	<b>2.40</b>	<b>-</b>	<b>-</b>	<b>-</b>	<b>2.33</b>	<b>2.00</b>	<b>3.00</b>	<b>2.00</b>	<b>2.00</b>	<b>2.00</b>	<b>3.00</b>
<b>Correlation Levels</b>	<b>1. Slight (Low)</b>			<b>2. Moderate (Medium)</b>			<b>3. Substantial (High)</b>				



### **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 <b>CDOEBBE6</b>	Course Name: <b>STRATEGIC BUSINESS REPORTING</b>	<b>L</b>	<b>T</b>	<b>P</b>	<b>C</b>
		<b>3</b>	<b>0</b>	<b>0</b>	<b>3</b>
Year and Semester	II (III Semester )				
Prerequisite course	NIL				
Course Category	Core	Elective			
		✓			
Course Objective	<ol style="list-style-type: none"> <li>To learn the basics of corporate culture and professional reporting</li> <li>To study the concept of financial reporting framework</li> <li>To understand the financial reporting procedures</li> <li>To acquire knowledge about financial statement</li> <li>To gain knowledge on recent trends in financial regulations and reporting</li> </ol>				
Course Outcome	On successful completion of the course, the students will be able to				
	<b>CO</b>	<b>Course Outcomes</b>			<b>BTL</b>
	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
<b>CO1</b>	2	-	-	-	2	-	3	2	2	2	3
<b>CO2</b>	2	2	-	-	2	-	3	2	2	2	3
<b>CO3</b>	3	-	-	2	2	2	3	3	2	2	3
<b>CO4</b>	3	2	2	2	2	2	3	3	2	2	3
<b>CO5</b>	3	2	2	2	2	2	3	3	2	2	3
<b>CO6</b>	3	2	2	2	2	2	3	3	2	2	3
<b>Average</b>	<b>2.67</b>	<b>2.00</b>	<b>2.00</b>	<b>2.00</b>	<b>2.00</b>	<b>2.00</b>	<b>3.00</b>	<b>2.67</b>	<b>2.00</b>	<b>2.00</b>	<b>3.00</b>
<b>Correlation Levels</b>	<b>1. Slight (Low)</b>			<b>2. Moderate (Medium)</b>			<b>3. Substantial (High)</b>				



### **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 <b>CDOEBBE7</b>	Course Name : <b>BUSINESS LAW</b>							<b>L</b>	<b>T</b>	<b>P</b>	<b>C</b>
								<b>3</b>	<b>0</b>	<b>0</b>	<b>3</b>
Year and Semester	II (IV Semester )							Contact hours per week			
Prerequisite course	NIL							( 3Hours )			
Course Category	Core			Elective							
				✓							
Course Objective	1. To know the fundamentals of Indian Contract Act,1936 2. To learn about the sale of goods Act,1930 3. To acquire knowledge on negotiable instruments(1958) and Partnership Act(1932) 4. To study the features of companies Act, 2013 5. To gain knowledge on the consumer protection and cyber law in practice										
Course Outcome	On successful completion of the course, the students will be able to										
	<b>CO</b>	<b>Course Outcomes</b>									<b>BTL</b>
	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
<b>Pos/COs</b>	<b>PO1</b>	<b>PO2</b>	<b>PO3</b>	<b>PO4</b>	<b>PO5</b>	<b>PO6</b>	<b>PO7</b>	<b>PSO1</b>	<b>PSO2</b>	<b>PSO3</b>	<b>PSO4</b>
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
<b>Average</b>	<b>2.17</b>	<b>-</b>	<b>-</b>	<b>-</b>	<b>2.25</b>	<b>2.00</b>	<b>2.00</b>	<b>2.17</b>	<b>2.00</b>	<b>2.25</b>	<b>2.00</b>
<b>Correlation Levels</b>	<b>1. Slight (Low)</b>			<b>2. Moderate (Medium)</b>				<b>3. Substantial (High)</b>			

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



### **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 <b>CDOEBBE9</b>	Course Name : <b>LEARNING AND DEVELOPMENT</b>							<b>L</b>	<b>T</b>	<b>P</b>	<b>C</b>
								<b>3</b>	<b>0</b>	<b>0</b>	<b>3</b>
Year and Semester	III (V Semester )							Contact hours per week			
Prerequisite course	NIL							<b>( 3 Hours )</b>			
Course Category	Core			Elective							
				✓							
Course Objective	<ol style="list-style-type: none"> <li>To learn the concepts of training, learning and development</li> <li>To understand the process of training</li> <li>To know the designing and implementation of training module</li> <li>To study the methods of training</li> <li>To gain the knowledge on development and evaluation methods.</li> </ol>										
Course Outcome	On successful completion of the course, the students will be able to										
	<b>CO</b>	<b>Course Outcomes</b>									<b>BTL</b>
	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
<b>Pos/ COs</b>	<b>PO1</b>	<b>PO2</b>	<b>PO3</b>	<b>PO4</b>	<b>PO5</b>	<b>PO6</b>	<b>PO7</b>	<b>PSO1</b>	<b>PSO2</b>	<b>PSO3</b>	<b>PSO4</b>
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	<b>2.50</b>	<b>2.17</b>	-	-	<b>2.00</b>	<b>2.00</b>	<b>3.00</b>	<b>2.00</b>	<b>2.00</b>	<b>2.00</b>	<b>3.00</b>
<b>Correlation Levels</b>	<b>1. Slight (Low)</b>			<b>2. Moderate (Medium)</b>				<b>3. Substantial (High)</b>			

### **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 <b>CDOEBBE10</b>		Course Name : <b>STRATEGIC COST MANAGEMENT</b>						<b>L</b>	<b>T</b>	<b>P</b>	<b>C</b>		
								<b>3</b>	<b>0</b>	<b>0</b>	<b>3</b>		
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"> <li>To understand basics of cost management</li> <li>To know the tools and techniques of strategic cost management</li> <li>To learn the role of standard costing in profit planning.</li> <li>To understand the significance of activity-based costing</li> <li>To learn the recent trends in strategic cost management</li> </ol>											
Course Outcome		On successful completion of the course, the students will be able to											
		<b>CO</b>	<b>Course Outcome</b>									<b>BTL</b>	
		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	
<b>Pos/COs</b>	<b>PO1</b>	<b>PO2</b>	<b>PO3</b>	<b>PO4</b>	<b>PO5</b>	<b>PO6</b>	<b>PO7</b>	<b>PSO1</b>	<b>PSO2</b>	<b>PSO3</b>	<b>PSO4</b>		
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		
<b>Average</b>	<b>3.00</b>	<b>2.00</b>	<b>2.00</b>	<b>2.00</b>	<b>2.20</b>	<b>2.00</b>	<b>3.00</b>	<b>3.00</b>	<b>2.00</b>	<b>3.00</b>	<b>3.00</b>		
<b>Correlation Levels</b>		<b>1. Slight (Low)</b>				<b>2. Moderate (Medium)</b>			<b>3. Substantial (High)</b>				

### **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 <b>CDOEBBE11</b>	Course Name <b>ENTERPRISE RESOURCE PLANNING</b>	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 <b>CDOEBBE12</b>	Course Name: <b>DIGITAL AND SOCIAL MEDIA MARKETING</b>	<b>L</b>	<b>T</b>	<b>P</b>	<b>C</b>
		<b>3</b>	<b>0</b>	<b>0</b>	<b>3</b>
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				
	<b>CO</b>	<b>Course Outcome</b>			<b>BTL</b>
	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
<b>CO1</b>	2	-	-	2	2	2	3	3	3	2	3
<b>CO2</b>	3	-	-	2	2	2	3	3	3	2	3
<b>CO3</b>	3	2	2	2	2	2	3	3	3	2	3
<b>CO4</b>	3	2	2	2	2	2	3	3	3	2	3
<b>CO5</b>	3	2	2	2	2	2	3	3	3	2	3
<b>CO6</b>	3	3	3	3	2	2	3	3	3	2	3
<b>Average</b>	<b>2.83</b>	<b>2.25</b>	<b>2.25</b>	<b>2.17</b>	<b>2.00</b>	<b>2.00</b>	<b>3.00</b>	<b>3.00</b>	<b>3.00</b>	<b>2.00</b>	<b>3.00</b>
<b>Correlation Levels</b>	<b>1. Slight (Low)</b>			<b>2. Moderate (Medium)</b>			<b>3. Substantial (High)</b>				

### **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)**

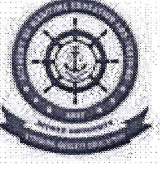
Harnessing the strength of social media for marketing. Learn how to build brand preferences, generate leads & aggregate audience on Social Media, Blogging and microblogging, Social networking.

### **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.

	<b>Academy of Maritime Education and Training (AMET)</b> <b>(A Deemed to be University)</b> 135 East Coast Road, Kanathur, Chennai-603112, Tamil Nadu, India. Web: www.ametuniv.ac.in   Email: office@ametuniv.ac.in   Phone: +91-44-27444625	<b>ACM MINUTES</b>
		<b>AY 2023 -24</b>

**MINUTES OF THE ACADEMIC COUNCIL MEETING  
(SECOND MEETING FOR THE YEAR 2023-24)**

**Date: 06-10-2023**

**Time: 10:00 am to 04:00 pm**

**Venue: Shri Janakiraman Auditorium, AMET, Chennai.**

**MEMBERS PRESENT**

**Prof. Dr. V. Rajendran, Vice-Chancellor (in the chair)**

1. Dr.M.Jayaprakashvel, Registrar i/c
2. Dr.V. Sangeetha Albin, Additional Registrar, Maritime Professor, Maritime Programmes.
3. Dr.R.Muthezhilan, Controller of Examination
4. Capt. Gopal Srinivas, Principal, DGS Courses
5. Dr.S.Priya, Dean-Academics
6. Dr.A.Rajesh Kanna, Dean-Administration (i/c)
7. Prof.Dr.T.Sasilatha, Dean-International Relations
8. Dr.N.R.Ramkumar, Dean-Student Welfare
9. Dr.S.Bharathiraja, Dean, Faculty of Engineering and Technology
10. Dr.N.Duraimutharasan, Dean, Faculty of Advanced Computing Sciences
11. Dr.Anita R Warriar, Dean(i/c), Faculty of Sciences and Humanities & Head- Physics
12. Mr.M.Sathishkumar, Head- Marine Engineering
13. Capt.P.Rajendran, Head-Nautical Science
14. Prof.S.K.Bhattacharya, Head-Naval Architecture and Offshore Engineering
15. Dr.C.M.Ramakritinan, Head-Marine Biotechnology
16. Dr.A.Rajesh Kanna, Head-Petroleum Engineering
17. Dr.V.Sridevi, Head-Electrical and Electronics Engineering
18. Mr.R.Theertham, Head-ADNS
19. Dr.John Wyson, Head-Food Processing Technology
20. Mr.Antony Gomez, Head- Pre-Sea Modular Courses
21. Dr.N.Duraimutharasan, Head- Advanced computer sciences
22. Dr.R.Rameshkumar, Head-CSE
23. Dr.N.Sivakumar, Head in-charge, Chemistry
24. Dr.P.Balamurugan, Head- Mathematics
25. Dr.M.Subha, Head-English
26. Dr.K.Sekar, Head-Librarian
27. Dr.J.Rengamani, Director, ODL
28. Dr.D.Arivazhagan, Director, OL



*P. Rajendran*



29. Dr.R.Sathish, Associate Professor, ODL
30. Dr.R.Balaji, Associate Professor, ODL
31. Dr.Sandeep Kumar Gupta, Professor, ODL
32. Dr.A.Shameem, Professor, ODL
33. Dr.S. Poongavanam, Professor, ODL
34. Dr.Rajalakshmi, Director, Sponsored Research
35. Dr.D.Lakshmi, EEE
36. Dr.A.Suresh, Marine Engineering
37. Dr.R.Rajavel, Marine Engineering
38. Dr.D.Madhesh, Mechanical Engineering
39. Capt.R.K.Kumar, Nautical Science
40. Dr.I.Paulraj Jayasimman, Mathematics
41. Capt.Sartaj Gill, Chief Executive Officer, V.Ships (Online)
42. Capt.Saurabh Mahesh, Head Crew Sourcing & Global Cadet Administration, Maersk Line, Singapore(Online)
43. Capt. Arvind Shankar, Culture & Capability Manager, AP Moller Maersk (Online)
44. Capt.Rohan Sabnis, Manager (Fleet Personnel & Training), Goodwood Ship Management Pte. Ltd. (Online)
45. Mr.J.Shyam Sundar, Director & Chief Operating Officer Flyjac Logistics Pvt. Ltd. (Online)
46. Capt.Dr.Shashank Jahagirdar, Managing Director Synergy Nordic Ship ManagementPvt.Ltd. (Online)
47. Cadet. Janani Shetty, B.Sc Nautical Science – 2<sup>nd</sup> Year,
48. Cadet. Ashish Khanduja, B.E. Marine Engineering- 1<sup>st</sup> Year,
49. Ms.Pramiti Roy, B.E. EEEM –IV Year
50. Ms.Anna Job, MBA (SLM) – 1<sup>st</sup> Year,

### MINUTES OF THE MEETING

The Vice-Chancellor welcomed the members of the Academic Council with a welcome note “Governed by the scholarly community, which helps in shaping the academic identity of our AMET University and ensure Academic programmes, Entire Curricula, the inception of new courses and Teaching learning practices” and commenced the proceeding.

1. **Introduction of New Members to the Council: Coordinator - Internal Quality Assurance Cell** has introduced the New Members of the House. The following newly included members were welcomed by the Council Members.

#### **Category-Deans/Directors/HoDs**

1. Capt.Gopal Srinivas, Principal, DGS Courses
2. Dr.A.Rajesh Kanna, Dean Administration
3. Dr.S.Jaisankar, Dean Research and Development
4. Dr.S.Bharathiraja, Dean, Faculty of Engineering and Technology
5. Dr.Anita R Warriar, Dean (i/c), Faculty of Science and Humanities



6. C/E. M.Sathish Kumar, HoD, Department of Marine Engineering
7. Dr.S.K.Bhattacharya HoD, Department of Naval Architecture and Offshore engineering
8. Dr.V.Sridevi, HoD, Department of Electrical and Electronics Engineering
9. Dr.Subha, HoD, Department of English
10. Dr. R. Ramesh Kumar, HoD, Department of Computer Science Engineering
11. Dr.Satheesh, HoD, Department of Maritime Commerce
12. Mr.Antony Gomez, HoD, Department of Pre Sea Modular Courses
13. Dr.N.Sivakumar, HoD, Department of Chemistry
14. Mr.Durga Singh, HoD, Department of Global Maritime Distress and Safety Systems
15. Dr.J.Rengamani, Director, ODL
16. Dr.D.Arivazhagan, Director, OL
17. Dr.R.Sathish, Associate Professor, ODL
18. Dr.R.Balaji, Associate Professor, ODL
19. Dr.Sandeep Kumar Gupta, Professor, ODL
20. Dr.A.Shameem, Professor, ODL
21. Dr.S. Poongavanam, Professor, ODL

#### **Category-Associate Professors**

1. Capt.R.K.Kumar. Department of Nautical Science
2. Dr.I.PaulrajJayasimman, Department of Mathematics

#### **Special Invitees**

1. Capt.Dr.Shashank Jahagirdar, Managing Director Synergy Nordic ship management Pvt Ltd
2. Capt.Arvind Shankar, Culture & Capability Manager, AP Moller Maersk
3. Mr.J.ShyamSundar, Director & Chief Operating Officer Flyjac Logistics Pvt. Ltd.

#### **Category-Students**

1. Cadet.Janani Shetty B.Sc Nautical Science - 2nd year
2. Cadet.Ashish Khanduja, B.E. Marine Engineering - 1st year
3. Ms.Pramiti Roy, B.E.EEEM - 3rd year
4. Ms.Anna Job MBA (SLM) - 1st year

**2. Vice Chancellor introductory remarks:** Hon. Vice Chancellor conveyed his special thanks to all the members of the Academic Council for their august presence.

In his introductory remarks, the Vice Chancellor has emphasized the following aspects

- a) Enlightened about the Best practices of AMET - Admission with appointment order One of the key aspects of the implementation of NEP 2020





- b) Highlighted that AMET University was recognized as a **Scientific and Industrial Research Organization (SIRO)** by the Department of Scientific and Industrial Research (DSIR), Government of India for the period 2022-2025.
- c) The Maritime Programmes of the University are accredited by the Directorate General of Shipping, Government of India, Mumbai through the **Comprehensive Inspection Programme (CIP)** carried out by Internationally Accredited Certification Body, **Det Norske Veritas (Norway) – Germanischer Lloyd (Germany) - DNV-GL**. AMET has been accredited with **Grade A1 Outstanding in the CIP for the past SIX consecutive years**.
- d) In this academic year, **11 MoUs** are for academic collaborations like Students and Faculties Exchange Programmes, Dual degrees, semester abroad, and Internships with **Edge Hill University, United Kingdom, James Cook University (Singapore Campus), and INTI International University, Malaysia**. Collaborations with other Universities across the globe, **Business College of Athens and Greek Institute of Education S.A, Greece, University of Portsmouth, United Kingdom, Business College of Athens, Greece, Greek Institute of Maritime Education, Greece, University of Plymouth, UK, Raja Hali Maritime University (UMRAH), Indonesia, University of Saida Dr. Moulay Tahar, Algeria** are carried out in this academic year.
- e) Shared about the inauguration of AMET Knowledge Park and MAERSK Center of Excellence during June 2023 for the first batch of B.Sc Nautical Science, BE Marine Engineering, and Diploma in Nautical Science cadets
- f) Highlighted the Sustainable Development Goals which are a collection of 17 interlinked global goals to transform our world and they were designed to be a “blueprint to achieve a better and more sustainable future for all” and part of the United Nations 2030 Agenda for Sustainable Development. UN SDN works towards a world of peace and prosperity, eradicating major issues such as poverty and hunger, all while protecting the planet. Amid the climate crisis, this has never been more important.
- g) Emphasized about the Importance of implementing prospective components of the National Education Policy 2020 in AMET University
- h) Highlighted about the World Economic Forum: 'Cooperation in a fragmented world' is the focus of Davos 2023 and aims to tackle global issues through collaboration and sustainable solutions.
- i) Stressed about Agile learning design which refers to any approach to content development that focuses on speed, flexibility, and collaboration. The term evolved from the software development industry, in which electronic content development (e.g., e-learning) has similar characteristics to software development.

The Vice-Chancellor stressed the need for the best industry-linked undergraduate and postgraduate programs, Skill-based knowledge transformation, and placement and training to provide 100% placement by skilling, re-skilling, up upskilling the inherent talent of the individual students





and cadets. The Vice Chancellor highlighted the short-term goals of AMET University such as i) To get an A ++ grade from NAAC ii) NBA accreditation to all eligible departments iii) To get into NIRF within 100 iv) To enhance perception to 40 from existing 1.2 out of 100 point scale v) To achieve the International ranking in Times world, Times impact, QS world, ABET ranking vi) To improve our Student strength to 7500 in 3 years.

The Vice-Chancellor informed that Research at AMET University is broad and encompasses a comprehensive range of activities aimed at innovation, problem-solving, and the advancement of knowledge within the organization. The robust research ecosystem at the University has paved the way for various advancements and improvements in the academic and scientific landscape. He shared about the Introduction of D.SC programs in this academic year and Ph.D. Enrolled – 46, Ph.D. Produced -23; Total Publications – 136 with h-Index of 36, Total Citations - 9648, and Cumulative Impact factor of 1224 in addition to the Highest Impact factor of 14. The number of ongoing Funded Projects is 11 worth Rs.203.40 lakhs. In addition to the credit, the Faculty of the University has published 14 patents, and 13 patents were granted.

The Vice-Chancellor highlighted that AMET is envisioned to offer degree programme through Open and Distance Learning (ODL) and Online (OL) mode for which the Centre for Online and Distance Education (CODE) has been established and through cutting-edge online platforms and innovative teaching methods, CODE will be offering a range of specialized programmes from the academic year 2024-25 onwards tailored to meet the unique needs of modern learners. His focus towards creating a strong Alumni network and vibrant chapters on campus to promote alumni activities and their contributions.

The Vice-Chancellor emphasised the implementation of Industry undergraduate and postgraduate, Agile curriculum with industry participation of 60 to 70%, Flexible curriculum CBCS, Student internship for at least one semester, Industry academic Thinnai concept of industry connect, acquiring micro Nano credentials for all students to provide linkage with industry understanding the current requirements.

The Vice-Chancellor specified the significance of implementing Digital transformation in the teaching-learning process which includes AI-assisted gamification in teaching teaching-learning process guided to adopt Andragogy and Heautogogy in our Teaching Learning practice. He shared plans such as developing Undergraduate Research beyond the curriculum, a Centre of excellence in each department in association with industries Government, and funding agencies, Providing domain-specific research, starting project young faculty, Seed money transform to EMR, Endowments in each department, Chair professor in each department with the support of industry and Recognition of faculty and students -research awards and honours.



The Vice-Chancellor disclosed that AMET Centre for Innovation and Incubation (AMET- CEII) is associated with 10 Angel investors and 15 Venture Capitalists. 100 ideas were received and 24 novel ideas were promoted to the start-up stage. AMET CEII provided financial support of Rs 11.00 lakhs for the above Start-ups. He shared that Placement is the top attraction for AMET. Through MOUs with major shipping companies i.e., A.P. Moller-Maersk, V Ships, Fleet Management, Wallem Group, PIL AMET conducted an Admission cum recruitment drive in which during this year more than 300 students are provided Admission with Appointment Orders. Besides, the majority of the passing out students are getting placements through major shipping companies and other core industries.

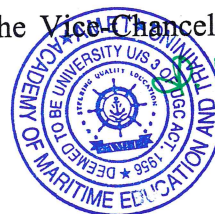
The Vice-Chancellor concluded that with the dedicated team of AMET family members and their Teamwork, Bottom approach, Collective involvement of students and cadets, Support of well-wishers of AMET University, Members of Academic council, Research Academy Council, Board of Studies industries experts and above all our visionary our honourable chancellor Dr J Ramachandran, Dr Rajesh Ramachandran, Trustee Mrs Suseela Ramachandran Dr.G.Thiruvassagam and all management teams make this AMET University as a Temple of Learning Quality Education with High Discipline.

The Vice-Chancellor has welcomed the opinion of all the Members of the House on his introductory remarks and his proposals. The External expert Dr.Kalyani Desigan, Dean of Academic Research of VIT University appreciated the changes made on curriculum development with industry participation and commented that prospects are good. She suggested that seed money projects may be given to the young faculty to encourage their research accomplishments. The Vice-Chancellor explained that to promote the research activity of young faculty in thrust areas AMET University planned to facilitate basic laboratory with instrumental support and funding up to Rs. 5,00,000 and this scheme is known as “kick start”.

Capt. R.K. Kumar of the Nautical Science Department suggested that faculty in charge of doing syllabus revamping and curriculum restructuring must undergo training provided by DGS and should consider the DGS, IMO, and STCW regulations. Capt. Gopal Srinivas, Principal DGS Courses replied that all necessary steps were taken while designing the curriculum and strictly adhered to the DGS, IMO, and STCW regulations.

Dr. Bharathi Raja Dean, Faculty of Engineering and Technology appreciated the efforts made on the industry involvement in the development of syllabi for conducting value-added and skill development courses which are almost 80% hands-on training by Industry experts.

Prof. Dr. Ramakritinan Head of the Marine Bio-Technology department proposed that Scuba diving and Underwater exploration are suitable skill development courses for marine students and the University may conduct these courses as a Certificate course. The Vice-Chancellor welcomed the





opinion of Principal DGS Courses. Capt. Gopal Srinivas, Principal DGS Courses replied that Scuba diving is a necessary course for training and we may consider this for next academic year.

Dr. Sivasubramaniyan, Head of the Mining Department appreciated the changes made to the Industry linked curriculum and suggested to Heads of the department that they specify the role of Industry in course content development and its delivery, Conduction of Value added and Skill Development courses, Providing One semester internship and placement opportunities. He also requested coordination and cooperation from all the Heads of Department to take up and complete multidisciplinary research projects. Cadet. Ashish Khanduja, B.E. Marine Engineering - 1st year appreciated the 3 to 6 months internship in core industry for cadets and students and shared that this will improve the placement in core industries. Dr. Subha Head of the English Department invited to have one endowment lecture for students. The Vice-Chancellor immediately replied that all departments should provide one endowment lecture per semester for all classes.

The Pro-Chancellor Academics appreciated the Vice Chancellor's Effective leadership by setting values and participative decision-making process in building the organizational culture and implementing decentralization and participative management strategies to bring out transformational leadership in faculty.

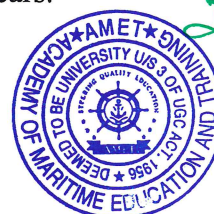
In his introductory remarks, the Vice-Chancellor thanked every member of the Academic Council for their thoughtful discussions and productive involvement. The Vice-Chancellor congratulated the individual faculty and students for their efforts/noteworthy achievements in academics, research, and Development.

3. Dr. S. Priya, Dean of Academics moved the complementary resolution on the below-mentioned individuals for their achievements made during the period from the previous Academic Council meeting to till date.

## **INSTITUTION**

To consider the report on the awards and recognitions received by the University during the Academic Year 2023 – 24.

1. Top Institution for Campus Life - Ranked in Diamond band from R World Institutional – MHW RANKING 2023
2. The Maritime Programmes of the University are accredited by the Directorate General of Shipping, Government of India, Mumbai through a Comprehensive Inspection Programme carried out by Internationally Accredited Certification Body, Det Norske Veritas (Norway) – Germanischer Lloyd (Germany) - DNV-GL. AMET has been accredited with Grade A1 Outstanding in the CIP for the past SIX consecutive years.



3. Institution Received “Green Campus Award” from Lion’s Club for Exemplary and continuous efforts for maintaining the environment-friendly campus.
4. Institution Received 5 Star rating Trophy and Certificate “National Office for India State level maritime OHS&E Award 2022 ” from the World Safety Organization for Exemplary contribution towards Maritime Education, Skill Development, and Research.
5. Institution Received Appreciation Certificate from ITC Limited “Swatch Green Recycle More & Protect Environment” in a Nationwide Recycling Initiative for contributing 3344 Kgs of dry recycle Waste during 2023-24
6. Institution Received Appreciation Certificate from Government of India, Ministry of Commerce office of the Controller General of Patents “National Intellectual Property Awareness Mission”
7. Scientific and Industrial Research Organization (SIRO): AMET Deemed to be University is recognized as a Scientific and Industrial Research Organization (SIRO) by the Department of Scientific and Industrial Research (DSIR), Government of India for the period 2023-2025.
8. Atal Ranking of Institutions on Innovation Achievement (ARIIA): AMET is Categorized as a 'PERFORMER' institution (Star Ranking 4/5) in the category of 'University & Deemed to be University (Private-Self-Financed)' in the Atal Ranking of Institutions on Innovation Achievement (ARIIA) 2021.
9. AMET University is ranked in the 150-300 band in the NIRF Innovation Ranking.
10. AMET University received the Community Service Excellence Award from Tamilnadu Handlooms, Handicrafts, Textiles & Khadi Department for the Mega Community Service project “Extend support to poor Weavers and Handloom” on the birthday of Mahatma Gandhi by selling khadi and handloom products worth over one crore rupees in a single day.

#### DEPARTMENT, STUDENTS AND FACULTY

1. PG II year Student Ms. S. Abirami received funds under the student project scheme – 2023 sanctioned by Tamilnadu State Council for Science & Technology (TNCST).
2. Mr Siva Balan was selected for M Sc project work at NIOT, MoES, Chennai, and completed his project work and published one abstract in the national conference.
3. Cadet. K Keerthivasan, Final Year of BE (Marine Engineering) For having been selected for the IAMU scholarship in the amount of USD 3,355/- for the year 2023
4. Cadet Thara K S Second Year of BE (Marine Engineering) For having been registered and



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submitted the start-up idea in MSME (Ministry of Micro, Small & Medium Enterprises), Govt of India in the category of Maritime Commerce. She is the first girl cadet from AMET registered

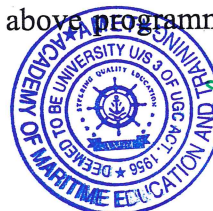
5. Mr. R. S. Balaji of II B.Sc. (Robotics and Artificial Intelligence) registered as a student incubate at AMET Incubation Centre and he completed a month International Internship in King Mongkut;s University of Technology, Thonburi – Thailand
6. Dr.S.Priya and Dr. D. Lakshmi conducted two AICTE-ATAL Faculty Development Programs with a total grant of Rs. 6,00,000
7. Mr. Abhilash Ravikumar (III EEEM), Mr. Joe James Serapin (III EEEM), and Mr. Zuben Kalyan (IV EEEM) attended and completed the FERIENI job program in Germany.
8. Dr.Anita R Warriar from the Physics Department received one project worth of Rs.2,28,120 under the Collaborative Research Scheme(CSR) Project of UGC-DAE
9. Dr. S. Rafi Ahmed from the Physics Department received one project worth of Rs.45,000 under the Collaborative Research Scheme(CSR) Project of UGC-DAE
10. Dr.T.Sasilatha, Dean of International Relations received one project worth from DST NEB under the Women Entrepreneurship Development Programme WEDP funding amount of Rs.6, 20,000 for conducting Women Entrepreneurship Development Programme.
11. Dr. M Jayaprakashvel, Dr. R Mutheshilan, Dr. R Vijayaraj from Bio-Tech Department sanctioned one collaborative project with Liverpool John Moores University, UK under the convener ship of Dr. Simone Durre selected by the IAMU with a grant of USD 59000 to work on "Facilitating greener education and cleaner shipping through the development of Novel bespoke micro-textured metals to combat biofouling in niche areas on vessels".

#### **Item No: 1 Business brought by Director of Centre for Online and Distance Education**

Business brought by Dr.J.Rengamani, Director of Centre for Online and Distance Education (CODE) for the approval of Programme Project Reports (PPR), Self-Learning Materials (SLM), E-Learning Materials (ELM) and Technical Learning Management System for the introduction of the following programme in ODL and OL mode with due approval from the UGC Distance Education Bureau (DEB)

1. M.B.A Shipping and Logistics Management
2. B.B.A
3. B.Com

1. Approval for Programme Project Reports (PPR) for the above programmes in ODL and OL



mode respectively.

2. Approval for Self-Learning Materials and E-Learning Materials (ELM) for the above programme through ODL and OL mode respectively.
3. Further the proposal for the Technical Learning Management System to support above programme be approved.
4. Establishment of Centre for Internal Quality Assurance (CIQA) with revised members for Centre for Online and Distance Education (CODE).

The above proposals be approved to take effect from the academic year 2023-24 and the Director of Centre for Online and Distance Education (CODE) be permitted to engage above works and complete the application formalities with the UGC Distance Education Bureau (DEB).

V.Sridevi, HOD of Electrical and Electronics Engineering seconded the motion and was CARRIED.

### **3. Business Brought Forward by the Dean, Faculty of Engineering and Technology**

Dr.S.Bharathi Raja, Dean, Faculty of Engineering and Technology moved that the recommendations for Introduction of new programmes and Closure of certain programmes and the proposal be approve to take effect from the academic year 2023-24.

Capt. Gopal Srinivas, Principal DGS Courses seconded the motion and was CARRIED

### **4. Business Brought Forward by the Dean, Research and Development Cell**

Dr.Rajalakshmi, Director Sponsored Research moved that the recommendations for the Polices of Research and Development Cell of the University reported the activity of the Research and Development Cell and Statistics of research accomplishments and the proposal be approved to take effect from the academic year 2023-24.

V.Sridevi, HOD of Electrical and Electronics Engineering seconded the motion and was CARRIED

#### **4.1 Revised Regulations of Ph.D Program**

Dr.Rajalakshmi, Director Sponsored Research moved that the recommendations for the AMET Ph.D. Regulation 2023 is laid down based on the UGC (Minimum Standards and Procedures for Award of Ph.D. Degree) Regulations 2022 implemented from 2023 in AMET Deemed to be University) in suppression of AMET PROCEDURAL GUIDELINES FOR Ph.D. DEGREE PROGRAMME 2023 and all other previous PhD regulations of this University and the proposal be approve to take effect from the academic year 2023-24.

C/E. Sathish kumar, HoD of Marine Engineering seconded the motion and was CARRIED



*S. Sathish Kumar*



## 5. Report on the Examinations

Dean Academics, reported the conduction of Examinations in the light of guidelines given by UGC, AICTE, and DGS and the Academic Council noted the changes and considered them. Dr.A.Rajesh Kanna, HoD of Petroleum Engineering seconded the motion and was CARRIED

## 6. Examination Reforms for ODL/OL Programmes

Director, ODL of the University presented 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	15
		Validity	15
		Findings & Conclusion	15
		Future Scope	10
<b>Total</b>	<b>30</b>		<b>70</b>

Dr.A.Rajesh Kanna, Dean Administration seconded the motion and was CARRIED

## 7. Report on Updated Activities of Internal Quality Assurance Cell

Coordinator of -the Internal Quality Assurance Cell (IQAC) of the University reported the Updated Activities of the Internal Quality Assurance Cell and the Academic Council noted the recommendations and considered them.

K.S.Sivasubramanian, HoD of Mining Engineering seconded the motion and was CARRIED

## 8. Ratify the Minutes of Meeting of the First Standing Committee on Academic Affairs (SCAA)

Dean Academics, reported the minutes of the First SCAA meeting held from 24.08.23 to 25.08.2023 were placed before the council and the Academic Council considered the recommendations and approved the Minutes of Meeting of the Standing Committee on Academic Affairs (SCAA).

Dr.P.Balaganesan, HoD of Mathematics seconded the motion and was CARRIED

## 9. Report on Scholarships Awarded to Students

Dean Academics reported the details of sports and other scholarships awarded to students during the academic year 2022-23 to the council, and the Academic Council noted and recorded the



appreciation.

Dr.S.Bharathiraja, HoD of Mechanical Engineering seconded the motion and was CARRIED

**10. Report on Appointment of New Staff and Relieving of Staff**

Dean Academics, reported the details of new staff appointed in the period of 1.6.2023 to 6.10.2023 and staff relieved in the said period to the council and the Academic Council noted the changes.

The External Expert Dr. Kalyani Desikan seconded the motion and was CARRIED

The Vice-Chancellor formally thanked all the members' especially external experts for their active and productive participation. He envisaged that this important Meeting of the Council would pave a new way to improve the academic perspectives of the University.

The meeting was formally concluded by the Vice Chancellor.

  
Registrar i/c

**Registrar i/c**  
**ACADEMY OF MARITIME EDUCATION AND TRAINING**  
**(Deemed to be University u/s 3 of UGC Act. 1956)**  
**# 135, East Coast Road,**  
**Kanathur, Chennai - 603 112, India.**





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

**Prof. Dr. V. RAJENDRAN**

M.Tech., Ph.D., D.Sc., FInstP(UK), FASCh, FIAAM(Sweden)

Vice Chancellor

### UNDERTAKING

#### Change of Centre Name from Centre for Online and Distance Education (CODE) to Centre for Distance and Online Education (CDOE)

Based on the approval from the statutory Authority of the University, Academy of Maritime Education and Training (AMET) has established previously the Centre for Online and Distance Education (CODE) and submitted the application to the Distance Education Bureau (DEB), University Grants Commission (UGC) to obtain the necessary approvals to offer the programmes in Open and Distance Learning (ODL) and Online Learning (OL) mode.

It is hereby undertaken that in continuation with the compliance of Virtual Expert Committee (VEC) and as per the University Grants Commission (Open and Distance Learning Programmes and Online Programmes) Regulations 2020 and its amendments, the name of the Centre will be renamed as Centre for Distance and Online Education (CDOE), with effect from 06.02.2024.

This change of name shall be effected by the power of the Vice Chancellor and the same will be ratified by the Executive Council of the University in its ensuing meeting. The ratification of approval will be communicated to the UGC-DEB.

*J. Rengamani*

Director-CDOE

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



*V. Rajendran*  
Vice Chancellor

**Prof. Dr. V. RAJENDRAN**  
VICE - CHANCELLOR  
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