

MANONMANIAM SUNDARANAR UNIVERSITY, TIRUNELVELI
BACHELOR OF BUSINESS ADMINISTRATION (B.B.A Shipping & Logistics Management)

SCHEME OF EXAMINATIONS (2021-22 Onwards)

Bachelor of Business Administration is one of the most popular bachelor degree program after class XII. The BBA Shipping & Logistics course is the gateway to numerous job opportunities in a plethora of sectors like Logistics, Marketing, Education, Finance, Sales, and Government.

The 3-year undergraduate course in Business Administration is open to students from all the three streams of education namely Commerce, Arts and Science. The BBA Shipping & Logistics Management course offers Shipping industry knowledge and training in management and leadership skills to prepare them for managerial roles and entrepreneurship in various Logistics field. During the tenure of the course, candidates learn various aspects of business administration and Shipping & Logistics management through class room lectures, Games, Seminars and practical projects. The overall objectives of this academic Bachelor's program is to develop the students' intellectual capacity, executive personality, and managerial skills in a way that enables them assume entry-level managerial positions in business and industry, public sector organizations, consultancy companies and other organizations. Graduates of the program may also choose to start their own entrepreneurial business ventures

ELIGIBILITY FOR Any candidate who has passed the Plus Two of the Higher Secondary Board of Tamilnadu or that of any other university or Board of Examinations in any state recognized as equivalent to the Plus Two of the Higher Secondary Board in Tamilnadu.

DURATION OF THE COURSE The duration of the course shall be three academic years comprising **six semesters** into with two semesters for each academic year. There shall be at least 90 working days in a semester and a minimum 450 hours of instructions in a semester.

Registration

Each student shall register for the courses in the prescribed registration form in consultation with The Faculty Advisor within two weeks from the commencement of each semester.

Vision of the University

To provide quality education to reach the un-reached

Mission of the University

- To conduct research, teaching and outreach programmes to improve conditions of human living
- To create an academic environment that honors women and men of all races, caste, creed, cultures and an atmosphere that values intellectual curiosity, pursuit of knowledge, academic freedom and integrity
- To offer a wide variety of off-campus educational and training programs, including the use of information technology, to individuals and groups.
- To develop partnership with industries and government so as to improve the quality of the workplace and to serve as catalyst for economic and cultural development
- To provide quality / inclusive education, especially for the rural and un-reached segments of economically downtrodden students including women, socially oppressed and differently abled.

Vision of the BBA Shipping & Logistics Management Department

To give a holistic business perspective with in-depth industry knowledge in the Shipping and Logistics domain

Mission of the BBA Shipping & Logistics Management Department

- To build competence in students to undertake entry level managerial jobs in Shipping & Logistics organizations.
- To prepare the candidates to effectively handle various shipping related operations independently.
- To develop various soft skills required for the profession.

PREAMBLE

BBA logistics & shipping is a job oriented course that will assist you with finding tremendous employment in the logistics & shipping.

BBA logistics & Shipping is 3-year an undergraduate level Bachelor's Degree course concepts and processes involved in logistics- related domains, such as transportation, shipping, cargo and others. It is a business administration course that spotlights on the requirements of logistics & shipping.

MEDIUM OF INSTRUCTION AND WRITING UNIVERSITY EXAMINATIONS.

The major classes are handled by using English language as the medium of instruction. Students who are studying the B.B.A. course should write the University Examinations in the *English medium*.

Programme Structure

The BBA Shipping & Logistics programme shall include 40 courses, including four language courses and two projects:-

Nature of Course	Number
1. Language Courses	8
2. Foundation Courses	2
3. Core Courses (excluding project)	15
4. Allied Courses	4
5. Complementary Courses	2
6. Skill Based Core courses	2
7. Skill based common	1
8. Non Major Elective courses	2
9 Major Elective	2
10. Projects/Internship	2

The students secure the credit assigned to a course on successful completion of the course.

The students shall be required to earn a minimum of 140 credits for the award of the degree.

STUDY TOUR / INDUSTRIAL VISIT

Study tour / Industrial/Shipping visits must be arranged during the 3 year B.B.A. Shipping & Logistics programme. The faculty accompanying the students during such tour / visits will be sanctioned leave on other duty. *Students must submit factory/Shipping Industry visit reports / tour reports within 7 days of their visit to the Head of the Department.*

Evaluation Structure

Distribution of marks between External and Internal Assessment is For Theory 75: 25 Total = 100 Marks
For Practical 50: 50

UG Grade LEGENDS				
S.No.	Percentage of Marks	Letter Grade	Grade Point	Performance
1	90 - 100	O	10	Outstanding
2	80 - 89	A+	9	Excellent
3	70 - 79	A	8	Very Good
4	60 - 69	B+	7	Good
5	50 - 59	B	6	Above Average
6	40 - 49	C	5	Pass
7	0 - 39	RA	-	ReAppear
8	Absent	AA	-	Absent

Note: The results published here are for immediate information to the examinees. This cannot be treated as original mark sheets
(hints: WW-Withheld, MM-Malpractice)

MODEL QUESTION PAPER

Code No. : 12479 E Sub. Code : SMBA 63
B.B.A. (CBCS) DEGREE EXAMINATION

Sixth Semester

Business Administration — Main

HRM

Time : Three hours Maximum : 75 marks

PART A — (10 × 1 = 10 marks)

Answer ALL questions.

Choose the correct answer :

1. Maintaining good industrial relations is one of the _____ functions of HRM.
(a) motivational
(b) compensation
(c) managerial
(d) operative
2. In HRM _____ leadership style is followed.
(a) transformational (b) transactional
(c) direct (d) in-direct
3. Job specification focuses on _____.
(a) Job (b) Job summary
(c) Job title (d) Job holder
4. The process of collecting information about a job is known as _____.
(a) job design (b) job analysis
(c) job enrichment (d) job enlargement
5. The process of attracting and obtaining as many applicants as possible from eligible job seekers are called _____.
(a) Selection (b) Placement
(c) Recruitment (d) Induction
6. Which one of the following is not a purpose of training?
(a) Improve productivity
(b) Improve health and safety
(c) Strategic control (D) Obsolescence prevention

7. A horizontal or lateral movement of an employee from one job to another at the same or another place without altering his status, responsibility and pay is called _____.
- (a) promotion (b) transfer
(c) demotion (d) retrenchment
8. The rate of change in the employees of an organization is referred to _____
- (a) absenteeism (b) promotion
(c) labour turnover (d) demotion
9. Which one of the following is not a party to industrial relation?
- (a) Employees (b) Employer
(c) Government (d) Customer
10. The force that prompts employees to observe rules, regulation and procedures is termed as _____.
- (a) grievance
(b) discipline
(c) indiscipline
(d) performance appraisal

PART B — (5 × 5 = 25 marks)

Answer ALL questions, choosing either (a) or (b).

Each answer should not exceed 250 words.

11. (a) State the objective of human resource management.

Or

- (b) Write a note on the scope of Human Resource Management.

12. (a) Explain the need of HRP.

Or

- (b) What are the components of a job description?

13. (a) What are the traditional techniques used in recruitment?

Or

- (b) Explain the various problems faced in placements.

14. (a) Discuss the various bases of promotion.

Or

- (b) Explain the reasons for transfer.

15. (a) Write a note on industrial relations.

Or

(b) Discuss the salient features of discipline.

PART C — (5 × 8 = 40 marks)

Answer ALL questions, choosing either (a) or (b).

Each answer should not exceed 600 words.

16. (a) Explain in detail the managerial functions of human resource management.

Or

(b) Discuss the essential qualities required for a human Resource Manager.

17. (a) What are the advantages of HRP?

Or

(b) Describe the various steps involved in the process of job analysis.

18. (a) Explain the internal factors affecting recruitment.

Or

(b) Describe the steps involved in the selection procedure.

19. (a) Explain the purpose of performance evaluation.

Or

(b) Discuss the different types of transfer.

20. (a) Describe the various forms of workers participation in management.

Or

(b) Explain the procedure for grievance handling.

Program Outcomes (PO)

PO1: To apply the knowledge gained in the area of logistics & shipping in a critical manner towards solving complex problems.

PO2: To understand the interdisciplinary approach of the various concepts learned in logistics & shipping management & its association with the various fields of study.

PO3: To understand and communicate effectively with the various stakeholders involved in logistics & shipping domain thereby marching towards the satisfaction of their needs.

PO4: To apply the skills and competencies gained in his/her graduation towards becoming a corporate leader.

PO5: To apply ethical principles and enhance the level of social literacy thereby remaining committed to professional and business ethics.

PO6: To understand his/her roles as a global citizen and strive towards its fulfilment.

Programme Specific Outcomes

PSO1 Communicate, manage and coordinate people, business processes, and business resources in shipping and logistic related domain.

PSO2 Students will learn the application of data, ethical codes and behaviour for effective decision making in an International trade and business.

PSO3 Establish proficiency cutting across national boundaries and adapt to across cultural environment in all walks of business and management

PSO4 Evaluate the market conditions based on various indicators and navigate the organization to ensure a prospective future

PSO5 Develop into a socially responsible citizens upholding ethical standards following corporate governance principles and green practices

MANONMANIAM SUNDARANAR UNIVERSITY TIRUNELVELI
CHIOCE BASED CREDIT SYSTEM
BACHELOR OF BUSINESS ADMINISTRATION (Shipping & Logistics Management)
(With effect from the Academic Year 2021-2022 onwards)

Sem (1)	Part I/ II/III/IV/V (2)	Subject Number (3)	Subject Status (4)	Subject Title (5)	L	T	P	C	Maximum marks		
									Interna I	External	Total
I	I	1	Language	Tamil / Other Language	5	1	0	4	25	75	100
	II	2	Language	Communicative English	4	2	0	4	25	75	100
	III	3	Core-1	Professional English for Commerce and Management-I	3	1	1	4	25	75	100
	III	4	Core-2	Principles of Management	4	1	0	4	25	75	100
	III	5	Allied-1	Business Statistics	3	1	2	3	25	75	100
	IV	6	Common	Environmental Studies	2	0	0	2	25	75	100
	Sub Total					20	9	1	21		
II	I	7	Language	Tamil / Other Language	5	1	0	4	25	75	100
	II	8	Language	Communicative English	4	2	0	4	25	75	100
	III	9	Core-3	Professional English for Commerce and Management-II	3	2	0	4	25	75	
	III	10	Core-4	Managerial Economics	3	0	2	4	25	75	100
	III	11	Allied-2	Business Mathematics	3	1	2	3	25	75	100
	IV	12	Common	Value Education	2	0	0	2	25	75	100
	Sub Total					20	9	1	21		

L-Lecture T-Tutorial P- Practicals C-Credit

Allocation of questions for problem oriented subjects: 40% theory and 60% problems

Distribution of marks between External and Internal Assessment is For Theory 75: 25 & For Practical 50 :50

PROFESSIONAL ENGLISH FOR COMMERCE AND MANAGEMNT- I

L	T	P	C
3	1	1	4

Course objective:

To develop the language skills of students by offering adequate practice in professional contexts. And to focus on developing students' knowledge of domain specific registers and the required language skills

COURSE OUTCOMES

The course enables the students to

CO1. Recognize the need for mathematical concepts in business decision making

CO2. Formulate the practical situation in to a quantitative problem

CO3. Understand the application of different methods and choose an opt one

CO4. Use language for speaking with confidence in an intelligible and acceptable manner

CO5. Understand the Importance of writing in academic life

CO6. Write Simple sentences without committing error of spelling or grammar

UNIT I- COMMUNICATION

Listening : Listening to audio text and answering questions - Listening to Instructions

Speaking : Pair work and small group work.

Reading : Comprehension passages –Differentiate between facts and opinion

Writing : Developing a story with pictures.

Vocabulary : Register specific - Incorporated into the LSRW tasks

UNIT II – DESCRIPTION

Listening : Listening to process description.-Drawing a flow chart.

Speaking : Role play (formal context)

Reading : Skimming/Scanning- Reading passages on products, equipment and gadgets.

Writing : Process Description –Compare and Contrast Paragraph-Sentence Definition and Extended Definition- Free Writing.

Vocabulary : Register specific -Incorporated into the LSRW tasks.

UNIT III- NEGOTIATION STRATEGIES

Listening : Listening to interviews of specialists / Inventors in fields (Subject specific)

Speaking : Brainstorming. (Mind mapping). Small group discussions (Subject- Specific)

Reading : Longer Reading text.

Writing : Essay writing (250 words)

Vocabulary : Register specific - Incorporated into the LSRW tasks

UNIT IV- PRESENTATION SKILLS

Listening : Listening to lectures.

Speaking : Short talks.

Reading : Reading Comprehension passages

Writing : Writing Recommendations Interpreting Visuals inputs

Vocabulary : Register specific - Incorporated into the LSRW tasks

UNIT - V CRITICAL THINKING SKILLS

- Listening : Listening comprehension- Listening for information.
 Speaking : Making presentations (with PPT- practice).
 Reading : Comprehension passages –Note making. Comprehension: Motivational article on Professional Competence, Professional Ethics and Life Skills)
 Writing : Problem and Solution essay– Creative writing –Summary writing
 Vocabulary : Register specific - Incorporated into the LSRW tasks

MAPPING OF COs to PSOs

Course Outcomes	PSO1	PSO2	PSO3	PSO4	PSO5	PSO6	PSO7	PSO8	Cognitive Level					
									K1	K2	K3	K4	K5	K6
CO1		H	L	H	L	L	M	L	√	√				
CO2	L	M	L	H	L	M	H	L		√	√	√		√
CO3	L	H	M	H	L	M	H	L		√	√	√	√	
CO4		L	H	H	L	L	M	L		√	√	√		
CO5	M		M	H		M	L	L				√	√	
CO6	H	H	H	H	H	H	H	H					√	√

References:

1. Shiv Khera – You Can Win
2. Robin Sharma – The Monk Who Sold His Ferrari

MSU/2020-21/UG-Colleges/Part-III (B.B.A. S&L)/ Semester-I / Ppr.no.4/ Core-2

PRINCIPLES OF MANAGEMENT

L	T	P	C
4	1	0	4

Course Objectives:

To acquaint students with the fundamentals of management and the basic Functions of modern management.

COURSE OUTCOMES

The course enables the students to

- CO1. Recognize the need for mathematical concepts in business decision making
 CO2. Formulate the practical situation in to a quantitative problem
 CO3. Understand the application of different methods and choose an opt one
 CO4. Understand the concepts related to business
 CO5. Demonstrate the roles, skills and functions of management
 CO6. Analyze effective application of PPM Knowledge to diagnose and solve organizational problems

UNIT I INTRODUCTION TO MANAGEMENT

Definition of Management – managerial roles and skills- Science or Art – Manager Vs Administrator – Evolution of Management – Scientific, human relations, system and contingency approaches (contributions of F.W Taylor, Henry Fayol, Elton Mayo, Gliberth and Mcgregor) - Levels and Functions of Management.

UNIT II PLANNING

Nature and purpose of planning – planning process – types of planning – objectives – setting objectives – policies – Planning premises – Planning Tools and Techniques – Decision making steps and process.

UNIT III ORGANISING

Nature and purpose – Formal and informal organization – organization chart – organization structure – types – Line and staff authority – departmentalization – delegation of authority – centralization and decentralization – Span of Management-Job design- Recruitment, selection, Training and Compensation.

UNIT IV DIRECTING

Foundations of individual and group behaviour – motivation – motivational techniques – job enlargement – job enrichment – leadership – types and theories of leadership – communication – process of communication – barrier in communication – effective communication.

UNIT V CONTROLLING

System and process of controlling – budgetary and non-budgetary control techniques – use of computers and IT in Management control – Productivity problems and management – control and performance – direct and preventive control – reporting.

MAPPING OF COs to PSOs

Course Outcomes	PSO1	PSO2	PSO3	PSO4	PSO5	PSO6	PSO7	PSO8	Cognitive Level					
									K1	K2	K3	K4	K5	K6
CO1		H	H	H	L	M	M	L	√	√				
CO2	L	L	L	H	M	M	H	L	√		√	√		√
CO3	L	H	M	H	L	M	H	L		√	√	√		√
CO4		L	H	L	L	L	M	L		√	√	√		
CO5	M		M	H		M	L	L			√		√	
CO6	H	H	L	H	H	M	H	H					√	√

Reference books:

1. Principles of Management- T.Ramasamy.
2. Principles and Practices of Management- L.M. Prasad.
3. Essentials of Management – KOONTZ AND O'DONNELL
4. Principles of Management – SHERLEKAR S. A.

BUSINESS STATISTICS

L	T	P	C
3	1	2	3

Course Objective:

To familiarize the students with various statistical Data Analysis tools that can be used for effective decision making. Emphasis will be on the application of the concepts learned.

COURSE OUTCOMES

The course enables the students to

CO1. Recognize the need for mathematical concepts in business decision making

CO2. Formulate the practical situation into a quantitative problem

CO3. Understand the application of different methods and choose an optimal one

CO4. Critically evaluate the underlying assumptions of analysis tools

CO5. Solve a range of problems using the techniques covered

CO6. Conduct basic statistical analysis of data

UNIT I MEASURE OF CENTRAL TENDENCY

Measures of Central value- characteristics of an ideal measure- Measures of Central tendency –mean, median, mode – Application in Business decisions – Measures of Dispersion – absolute and relative measures of dispersion – Range, Quartile Deviation, Mean Deviation, Standard Deviation, Co-efficient of Variation – Moments, Skewness, Kurtosis - (Conceptual framework only)

UNIT II CORRELATION ANALYSIS

Correlation analysis: Meaning and Significance – Correlation and Causation, Types of Correlation, Methods of studying Simple Correlation – Scatter diagram, Karl Pearson's Coefficient of Correlation, Spearman's Rank Correlation co-efficient

UNIT III REGRESSION ANALYSIS

Regression Analysis – Regression Vs Correlation, Linear Regression, Regression lines, Standard error of estimates

UNIT IV TIME SERIES ANALYSIS

Time Series-Meaning and significance – utility, components of Time series- Measurement of Trend: Method of least squares, Parabolic Trend and Logarithmic trend

UNIT V INDEX NUMBERS

Meaning and significance, problems in construction of index numbers, methods of constructing index numbers – weighted and unweighted, test of adequacy of index numbers, chain index numbers, base shifting, splicing and deflating index numbers

(Marks: Theory 40% and Problems 60%)

MAPPING OF COs to PSOs

Course Outcomes	PSO1	PSO2	PSO3	PSO4	PSO5	PSO6	PSO7	PSO8	Cognitive Level					
									K1	K2	K3	K4	K5	K6
CO1		H	L	H	L	L	M	L	√			√		
CO2	L	M	H	H	M	M	H	H		√	√	√		√
CO3	L	H	M	H	L	M	H	L		√		√	√	√
CO4		L	L	H	L	L	M	L		√	√	√		
CO5	M		M	H		M	L	L		√			√	
CO6	H	H	H	M	H	M	H	H					√	√

Reference Books:

- 1) Business Statistics – R.S.N.PILLAI
- 2) Statistical Methods – S.P.GUPTA
- 3) Statistics – ELHANCE .

MSU/2020-21/UG-Colleges/Part-III (B.B.A. S&L)/ Semester-II / Ppr.no.9/ Core-3

PROFESSIONAL ENGLISH FOR COMMERCE AND MANAGEMENT– II

L	T	P	C
3	0	2	4

Objectives:

The Professional Communication Skills Course is intended to help the business Administration students Develop their competence in the use of English with particular reference to the workplace situation. Enhance the creativity of the students, which will enable them to think of innovative ways to solve issues in the workplace.

COURSE OUTCOMES

The course enables the students to

CO1. Recognize the need for mathematical concepts in business decision making

CO2. Formulate the practical situation in to a quantitative problem

CO3. Understand the application of different methods and choose an opt one

CO4. Use language for speaking with confidence in an intelligible and acceptable manner

CO5. Understand the Importance of writing in academic life

CO6. Write Simple sentences without committing error of spelling or grammar

Unit 1- Communicative Competence

Listening – Listening to two talks/lectures by specialists on selected subject specific topics -(TED Talks) and answering comprehension exercises (inferential questions). Speaking: Small group discussions (the discussions could be based on the listening and reading passages- open ended questions. Reading: Two subject-based reading texts followed by comprehension activities/exercises

Writing: Summary writing based on the reading passages.

Grammar and vocabulary exercises/tasks to be designed based on the discourse patterns of the listening and reading texts in the book. This is applicable for all the units.

Unit II Persuasive Communication

Listening: listening to a product launch- sensitizing learners to the nuances of persuasive communication. Speaking: debates – Just-A Minute Activities. Reading: reading texts on advertisements (on products relevant to the subject areas) and answering inferential questions. Writing: dialogue writing- writing an argumentative /persuasive essay.

Unit III - Digital Competence

Listening:Listening to interviews (subject related). Speaking: Interviews with subject specialists (using video conferencing skills) Creating Blogs (How to become a blogger and use Blogging to nurture interests – subject related).Reading: Selected sample of Web Page (subject area). Writing: Creating Web Pages. Reading Comprehension: Essay on Digital Competence for Academic and Professional Life. The essay will address all aspects of digital competence in relation to MS Office and how they can be utilized in relation to work in the subject area

Unit IV- Creativity and Imagination

Listening to short (2 to 5 minutes) academic videos (prepared by EMRC/ other MOOC videos on Indian academic sites – E.g. <https://www.youtube.com/watch?v=tpvicScuDy0>). Speaking: Making oral presentations through short films – subject based. Reading: Essay on Creativity and Imagination (subject based). Writing – Basic Script Writing for short films (subject based). - Creating webpages, blogs, flyers and brochures (subject based). - Poster making – writing slogans/captions(subject based)

Unit V Workplace Communication& Basics of Academic Writing

Speaking: Short academic presentation using PowerPoint .Reading & Writing: Product Profiles, Circulars, Minutes of Meeting. Writing an introduction, paraphrasing Punctuation(period, question mark, exclamation point, comma, semicolon, colon, dash, hyphen, parentheses, brackets, braces, apostrophe, quotation marks, and ellipsis) Capitalization (use of upper case)

MAPPING OF COs to PSOs

Course Outcomes	PSO1	PSO2	PSO3	PSO4	PSO5	PSO6	PSO7	PSO8	Cognitive Level					
									K1	K2	K3	K4	K5	K6
CO1		H	L	H	L	L	M	L	√			√		
CO2	L	M	L	M	L	M	H	L		√		√	√	√
CO3	L	H	M	H	L	M	H	L		√	√	√	√	
CO4		L	H	H	L	L	M	L		√	√		√	
CO5	M		M	H		M	L	L		√		√		
CO6	H	H	L	L	L	H	H	H					√	√

Reference Books:

1. Essentials of Business Communication - Rajendra Paland Korahill,
2. Speaking and Writing for Effective Business Communication - Francis Soundararaj
3. Effective Technical communication - Ashraf Rivi
4. , Essentials of Business Skills- ShaliniAggarwal
5. Business Communication - Madhukar, R K

Managerial Economics

L	T	P	C
3	2	0	4

Course Objectives:

Course Objectives: To impart the basic concepts of Economics and provide the application of economics principles in business decision making. Also aims to create awareness on the micro and macroeconomic environment.

COURSE OUTCOMES

The course enables the students to

CO1. Recognize the need for mathematical concepts in business decision making

CO2. Formulate the practical situation in to a quantitative problem

CO3. Understand the application of different methods and choose an opt one

CO4. Develop an understanding of the applications of managerial economics

CO5. Interpret regression analysis and discuss why it's employed in decision making

CO6. Assess the relationships between short-run and long-run costs.

Unit – I – Demand Analysis

Meaning, Nature and Scope of Managerial Economics- Demand – Law of Demand –Exceptions to the law of demand- Determinants of Demand-Elasticity of demand – Supply – Law of Supply – Elasticity of Supply. Demand Forecasting: Meaning Significance, methods of demand forecasting

Unit- II- Cost Analysis and Production Analysis

Cost Concept- Types of cost – Cost Curves – Cost- Output Relationship in the short run and long run, LAC curve. Production function with one variable input – Law of variable Proportions. Production function with two variable inputs and Law of returns to scale, Indifference curves, Isoquants and Isocost line, Least cost combination factor, Economies of scale.

Unit III- Market structure and Pricing Practice

Perfect Competition, Features, and Determination of price under perfect competition. Monopoly- features, Pricing under monopoly, Price Discrimination. Monopolistic Competition- Features, pricing under monopolistic competition, product differentiation. Oligopoly- features, Kinked demand curve, cartels, Price leadership.

Unit IV – Money

Money- meaning – types- functions -- Foreign Exchange – Meaning – Exchange Rate- Spot rate and forward rate-Types of forex market- Inflation – Meaning – Types- causes and effects. Inflation Vs Deflation. Corrective mechanism (Monetary and fiscal measures).

Unit V- National Income and Business Cycle

National Income- Meaning – Concepts (GDP, GNP, NNP, NDP, Private Income, Personal Income , Disposable Income and Per Capita Income) – Methods of Measurement (Product method, Income Method and Expenditure Method)- Difficulties in Measuring National Income. Business Cycle – Meaning-phases and effects.

MAPPING OF COs to PSOs

Course Outcomes	PSO1	PSO2	PSO3	PSO4	PSO5	PSO6	PSO7	PSO8	Cognitive Level					
									K1	K2	K3	K4	K5	K6
CO1	M		L	H	L	L	M	L	√	√	√		√	
CO2	L	M	L	M	L	M	H	L		√	√	√		√
CO3	L	H	M	H	L	M	H	L	√	√	√		√	
CO4		L	H	H	L	L	H	L		√	√	√		
CO5	M		M	H		M	L	L			√	√	√	
CO6	H	L	H	H	H	H	H	H		√	√		√	√

Reference Books:

1. Managerial Economics- RL.Varshney and Maheshwari,
2. Business Economics - Sankaran,
3. Managerial Economics –KC. Sankaranarayanan
4. Managerial Economics – Sumitra Pal
5. Managerial Economics – H.L. Ahuja

MSU/2020-21/UG-Colleges/Part-III (B.B.A. S&L)/ Semester-II / Ppr.no.11/ Allied-2

BUSINESS MATHEMATICS

L	T	P	C
3	1	2	3

Course Objective:

To acquaint students with the construction of mathematical models for Managerial decision situations. The emphasis is on understanding the concepts, formulation and interpretation.

COURSE OUTCOMES

The course enables the students to

CO1. Recognize the need for mathematical concepts in business decision making

CO2. Formulate the practical situation in to a quantitative problem

CO3. Understand the application of different methods and choose an opt one

CO4. Explain the concepts and use equations, formulae, and mathematical expressions and relationships

CO5. Apply the knowledge in mathematics (Algebra, matrices, calculus) in solving the business problems

CO6. Integrate concept in international business models

Unit I

Analytical geometry – distance between two points in a plane – slope of a straight line – equation of the straight line – point of intersection – demand and supply curves (linear) – market equilibrium – break even analysis.

Unit II

Set theory – definition – types – union, intersection, difference, and complement of sets – De Morgan's Law – Venn diagram – simple set applications – Cartesian product

Unit III

Differential calculus – derivative of a function – differentiation – standard forms – sum, product, quotient rule – differential coefficients of simple functions (**trigonometric functions excluded**) – function of a function rule – simple application to business using marginal concept

Unit IV

Higher order derivatives – maxima and minima – simple marketing models using profit maximization, fencing and container problems only – Integral calculus – standard forms – rules of integration – Definite integral – simple applications – finding total and average cost function – producer surplus and consumer surplus.

Unit V

Matrices – definition – types – addition, subtraction, multiplication of matrices – inverse matrix – solving a system of simultaneous linear equations using matrix inversion technique – rank of a matrix.

(Marks: Theory 40% and Problems 60%)

MAPPING OF COs to PSOs

Course Outcomes	PSO1	PSO2	PSO3	PSO4	PSO5	PSO6	PSO7	PSO8	Cognitive Level					
									K1	K2	K3	K4	K5	K6
CO1	H		L	H	L	L	M	L	√	√			√	
CO2	L	M	L	H	L	M	H	L		√	√	√		√
CO3	L	L	L	H	L	M	H	L	√	√			√	
CO4		L	H	H	L	L	H	L		√	√	√	√	
CO5	M		M	H		M	L	L		√		√	√	
CO6	H	M	H	L	L	H	H	H					√	√

Reference Books:

1. Business Mathematics - V.Sundaresan and S.D.Jeyaseelan.
2. Business Mathematics - Navaneethan .P
3. Business Mathematics - M. Wilson
4. Mathematics for management - G.k. Ranganath

**B.B.A SHIPPING AND LOGISTICS MANAGEMENT
III SEMESTER**

PART	Subject No	Subject Status	Subject Title	Contact hours	L	T	P	C
I	13	Language	Tamil	6	5	1	-	4
II	14	Language	English	6	4	2	-	4
III	15	Core 5	Transportation & Distribution Management	4	2	2	-	4
III	16	Core 6	Introduction to Logistics Management and Shipping	5	3	2	-	4
III	17	Allied-III	Accounting for Management	3	1	2	-	3
III	18	Skill Based Core – I	Business Law	4	0	4	-	4
IV	19	Non-Major Elective – I	A. Management Functions (OR) B. Entrepreneurship	2	2	0	-	2
IV	20	Common	Yoga *	2	2	0	-	2
Sub Total				30	19	13	-	25

- Excluding the hours and Credit for Yoga

IV SEMESTER

PART	Subject No	Subject Status	Subject Title	Contact hours	L	T	P	C
I	21	Language	Tamil	6	5	1	-	4
II	22	Language	English	6	4	2	-	4
III	23	Core 7	Port & Terminal Management	5	3	2	-	4
III	24	Core 8	Production and Operations Management	4	4	0	-	4
III	25	Allied-IV	Human Resource Management	3	1	2	-	3
III	26	Skill Based Core – II	Banking and Insurance	4	0	4	-	4
IV	27	Non-Major Elective – II	A. Advertising (OR) B. Stock Marketing Practices	2	2	0	-	2
IV	28	Common	Computer for Digital Era *	2	2	0	-	2
V	29	Extension Activity	NSS/NCC/PHYSICAL EDUCATION/YRC	-	-	-	-	1
Sub Total				30	21	11	-	26

Excluding the hours and Credit for Computer for Digital Era

V	III	30	Core 9	Export-Import Management	3	1	1	4	25	75	100
	III	31	Core 10	Freight forwarding & Port Operations	4	1	0	4	25	75	100
	III	32	Core 11	Financial Management	3	1	0	4	25	75	100
	III	33	Core 12	E-Logistics	2	1	1	4	25	75	100
	III	34	Major Elective I	Entrepreneurship Development (Or) Computer Application in Shipping and Logistics (Or) Total Quality Management	3	1	0	4	25	75	100
		35	Skill Based	Personality Development	2	0	0	2	25	75	100
		36		Internship on Shipping & Logistics management Industry	0	2	4	3	50	50	100
				Sub Total	18	7	5	25			
VI	III	37	Core 13	Customs Procedures	4	1	0	4	25	75	100
	III	38	Core 14	Digital Marketing	4	1	0	4	25	75	100
	III	39	Core 15	Warehousing and inventory Management	3	1	0	4	25	75	100
	III	40	Major Elective II	Services Marketing (Or) Supply Chain Management (Or) Retail Supply chain Management	3	1	0	4	25	75	100
	III	41		Major Project	0	3	9	6	50	50	100
					Sub Total	16	5	9	22		

L-Lecture T-Tutorial P- Practical C-Credit

Allocation of questions for problem oriented subjects: 40% theory and 60% problems

Distribution of marks between External and Internal Assessment is For Theory 75: 25 & For Practical 50: 50
Total Hours: 180 Total Credits: 140 (Excluding YOGA and COMPUTER FOR DIGITAL ERA) Core Subjects: 15 Non-Major Elective: 02 Skill Based Core: 02 Skill Based Subject (Common): 01 Major Elective: 02 Allied: 04

L	T	P	C
2	2	-	4

TRANSPORTATION AND DISTRIBUTION MANAGEMENT

Course Objectives: To learn Transportation and its functions, distribution of the Products

COURSE OUTCOMES:

CO1: To understand the Transportation models and concepts

CO2: To apply Import & Export concepts, modes of Transportation

CO3: To enable the student to explore various dimensions of Shipping Export Industry

CO4: To understand and analyze the various logistic information management systems

CO5: To define inventory and understand how to track and value inventory

CO6: To Explain the layout and operations of a warehouse or distribution center

Unit I

Role of Distribution in Supply Chain – Designing Distribution Channels

Unit II

Distribution Networks – Factors Influencing Distribution Network Decisions – Network Design & Optimization Approach and Techniques

Unit III

Role of Transportation in Supply Chain – Factors influencing Transportation Decisions – Modes of Transportation – Transportation mode Selection Process. Transportation Principles and Participants – Transportation Participants Transportation Modes, Performance Characteristics and Selection

Unit IV

Transportation Performance, Costs and Value Measures – Factors driving Transportation Costs – Categories of Transportation Costs – Transportation Routing Decisions

Unit V

Transit Operation Software – Benefits of Transportation Software – Advanced Fleet Management System – Inter modal Freight Technology – Transportation Security Initiatives and Role of Technology.

MAPPING OF COs to PSOs

Course Outcomes	PSO1	PSO2	PSO3	PSO4	PSO5	PSO6	PSO7	PSO8	Cognitive Level					
									K1	K2	K3	K4	K5	K6
CO1	H	H	M	H	L	L	M	L	√	√			√	
CO2	L	M	L	H		M	H	L		√	√	√		√
CO3	L	H	M		L	M	H	L	√	√		√	√	
CO4	H	L	H	L	L	L	M	L		√	√	√		
CO5	M		M	H	H	M	L	L				√	√	
CO6	H	H	H	H	H	M	M	H		√			√	√

Reference Books:

1. Transportation Management – Imperatives and Best Practices, S. Jaya Krishna, ICFAI University Press, 2007.
2. Marine Transportation Management, Henry S. Marcus, Auburn House Pub. Co., 1986.
3. Management of Transportation, Bardi Edward J., Cengage Learning (Thompson), 6th Edition 2006 [International Edition]

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L	T	P	C
3	2	-	4

INTRODUCTION TO LOGISTICS MANAGEMENT AND SHIPPING

Course Objectives:

To learn about Logistics Management and its Impacts in the Shipping Industry

COURSE OUTCOMES:

CO1: To analyze the Logistics theories, models and concepts

CO2: To apply Import & Export concepts, models and theories through case analysis

CO3: To enable the student to explore various dimensions of Shipping Industry

CO4. To know the history of Logistics

CO5. Associate logistics activities with other business activities CO6. Establish mathematical models for Transportation and routing

Unit I

Logistics- Definition - History and Evolution- Objectives-Elements-activities importance- The work of logistics-Logistics interface with marketing-retails logistics-Emerging concept in logistics.

Unit II

Logistics Management-Definition-Achievement of competitive advantage through logistics Framework- Role of Logistics management-Integrated Logistics Management- Evolution of the concept- model - process- activities

Unit III

Outsourcing logistics-reasons - Logistics Strategy-Strategic role of logistics-Definition-role of logistics managers in strategic decisions- Designing & implementing logistical strategy

Unit IV

The reasons for Sea Transport – Introduction – Why Ships – Different Shipping markets –Trades - Conclusion. – Ship Registration – Port State Control – Ship Classification - Types of Ships the Dry Cargo Chartering market – Introduction – Chartering – Chartering Negotiations

Unit V

Ship Sale & Purchase – Ship Management. Maritime Geography – Introduction – Ocean & Seas – Ports – Geography of trade - Accounts – Introduction – Accounting – Capital – Credit- management accounting – Cash Flow- Costs - Fundamentals of English Law – Arbitration – The Contract – Remedies for breach of Contract

MAPPING OF COs to PSOs

Course Outcomes	PSO1	PSO2	PSO3	PSO4	PSO5	PSO6	PSO7	PSO8	Cognitive Level					
									K1	K2	K3	K4	K5	K6
CO1	L		L	H	L	L	M	L	√	√				
CO2	L	H	L	H	L	M	H	L	√	√		√		√
CO3	L	H	L	H	L	M	H	L		√		√	√	√
CO4		L	H	H	L	L	M	L		√	√			
CO5	M		M	H		M	L	L			√	√	√	
CO6	H	H	H	H	M	M	M	H		√	√		√	√

REFERENCE BOOKS

1. David J. Bloomberg, Stephen LeMay &: Logistics, Prentice-Hall of India Pvt Joe B. Hanna Ltd.,New Delhi, 2003.
2. Donald J. Bowersox & David J. Closs: Logistical Management, Tata McGraw Hill Publishing Co.Ltd, New Delhi, 2004
3. Satish C. Ailawadi & Rakesh Singh: Logistics Management, Prentice-Hall of India Pvt Ltd.,New Delhi, 2005

ACCOUNTING FOR MANAGEMENT

L	T	P	C
1	2	0	3

Course Objectives:

Management Accounting emphasize on accounting concepts and application of accounting principles and Managerial decision making.

COURSE OUTCOMES:

CO1: Students should acquire the basic knowledge required for application of tools for decision making.

CO2: To apply managerial accounting and its objectives in a way that demonstrates a clear understanding of ethical responsibilities.

CO3: To Enable the student to understand the need for a balance between financial and nonfinancial information in decision making, control and performance evaluation applications of the management.

CO4: To Understand various management systems

CO5: To Differentiate methods of calculating Budget analysis

CO6: To Explain the application of management accounting and the various tools used

Unit - I

Accounting Principles – Concepts – Basic of Accounting – Journal – Ledger – Trial Balance – Preparation of Trading and Profit and Loss account and Balance Sheet (problems) – Depreciation methods.

Unit - II

Financial Statement analysis – Objectives – Accounting Ratio's; Liquidity; Profitability, turnover and market test ratios – Problems and computation and interpretation of various accounting ratios

Unit – III

Fund flow statement analysis sources and applications of funds – Statement of changes in working capital – Computation of fund from operations – Working for computation of various sources and uses – Preparation of fund flow statement – Cash flow statement (Problems) – Distinction between funds flow and cash flow statement.

Unit – IV

Cost Accounting – meaning – Distinction between accounting and cost accounting – Cost terminology; cost, cost center, cost unit – Elements of cost – Cost Sheet – Problems – Target costing; concept and applications.

Unit – V

Marginal Costing – Definition – Distinction between marginal costing and absorption costing – Decision making under marginal costing system – Contribution, P/V Ratio, limiting factor, Margin of Safety, Break Even Point (problems) - Computation of breakeven point

Marks: Theory 40% and Problems 60%)

MAPPING OF COs to PSOs

Course Outcomes	PSO1	PSO2	PSO3	PSO4	PSO5	PSO6	PSO7	PSO8	Cognitive Level					
									K1	K2	K3	K4	K5	K6
CO1	H	H	L	H	L	L	M	L	√	√		√	√	
CO2	L		L	H	L	M	H	L		√	√	√		√
CO3	L	H	M	M	L	M	H	L	√		√	√	√	
CO4	M	L	H	H	L	L	M	L		√		√		√
CO5	M		M	H		M	M	L	√	√	√		√	
CO6	H	M	M	H	H		H	H		√			√	√

TEXT BOOKS:

1. R. S.N. Pillai & Bhagavati- S, Management Accounting-. S.Chand & Co
2. Dr. S.P. Gupta, Dr .K.L. Gupta, Management Accounting- - Sahitya Bhawan Publications.
3. Management Accounting - Dr. S.N. Maheshwari- Sultan Chand & Sons

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BUSINESS LAW

L	T	P	C
2	1	1	4

Course Objective:

To impart in depth knowledge of the law of contracts, and the legal framework influencing business operations.

COURSE OUTCOMES:

- CO 1: To develop an understanding of the basic law related to business.
- CO 2: To know the legal aspects for creating an agency and to enhance the fundamentals of act of sale
- CO 3: To understand the basic provisions of Company's Act and Consumer Protection Act
- CO4: To Explain the concepts in business laws with respect to foreign trade
- CO5: To Apply the global business laws to current business environment
- CO6: To Integrate concept of Business law with foreign trade

UNIT –I: INDIAN CONTRACT ACT 1872

Meaning - Types - Essentials of a Valid Contract - Offer - Acceptance - Lawful Consideration - Capacity of Parties - Free Consent - Legality of Objects - Performance of Contract-Discharge of Contract - Remedies for Breach of Contract - Quasi Contracts

UNIT II: -AGENCY

Contract of Indemnity and Guarantee -Law of Agency - Agent - Meaning - Types - Duties - Liabilities and Rights of Agent and Termination of Agency.

UNIT III-SALE OF GOODS ACT 1930

Contract of Sale - Essential - Sale and Agreement to Sell - Condition and Warranties - Caveat Emptor - Rights of an Unpaid Seller.

UNIT- IV THE COMPANIES ACT 2013

Company Law - Meaning - Characteristics - Types of Companies - Formation of Company - Memorandum & Articles of Association - Prospectus - Directors - Appointment, Powers and Duties of Directors - Kinds of Company Meeting - Minutes and Resolutions - Winding up - Modes of Winding up.

UNIT V- THE CONSUMER PROTECTION ACT 1986

Objects and scope - Definition of consumer and consumer dispute - Complaint - Goods - Service - Unfair trade practices - Restrictive trade practices - Rights of consumers - Consumer Protection Council - Consumer Disputes Redressal Agencies.

MAPPING OF COs to PSOs

Course Outcomes	PSO1	PSO2	PSO3	PSO4	PSO5	PSO6	PSO7	PSO8	Cognitive Level					
									K1	K2	K3	K4	K5	K6
CO1	M	H	L	H	L	L	M	L	√	√			√	
CO2	L		L	H	L	M	H	L	√		√	√		√
CO3	L	H	M	H	H	M	H	L		√	√	√	√	
CO4	M	H	H	H	L	L	M	L		√				√
CO5	M		M	H		M	L	L		√		√	√	
CO6	H	H	L	L	H	H	M	H	√			√	√	√

TEXT BOOKS:

1. N.D. Kapoor -Elements of Mercantile Law - Sultan Chand & Co., New Delhi
2. M.C.Kuchal - Business Law/Mercantile Law, Vikas Publishing. House (P) Ltd.
3. P C Tulsian - Business Law - Tata McGraw - Hill Education.

MANAGEMENT FUNCTIONS

L	T	P	C
2	0	0	2

Course Objectives:

To provide a theoretical base so as to enable the students to acquire Theoretical knowledge of the functional areas of management.

COURSE OUTCOMES:

CO1: To analyze the Production Functions and Plant and layout Control

CO2: To apply Import & Export concepts, through HR Practices

CO3: To enable the student to explore various dimensions of management functions

CO4: To understand the concepts related to business

CO5: To demonstrate the roles, skills and functions of management

CO6: To understand the production, marketing functions of management

Unit I INTRODUCTION

Management-meaning-definition-applications-functions-planning-organising-staffing-directing - controlling

Unit II PRODUCTION FUNCTION

Production Management-concepts-meaning of plant-firm-industry-plant location- Production planning and control-plant-layout-factors-types-inventory management

UNIT III MARKETING FUNCTION

Marketing Management-meaning -Marketing concepts-marketing Mix- Product life cycle- New product development.-Pricing methods- Channel functions- Promotional Mix.

UNIT IV HUMAN RESOURCE FUNCTION

Human Resource Management-meaning and nature-qualities or HR managers-Man power Planning-recruitment-selection-training and development-placement-compensation.

UNIT V FINANCE FUNCTION

Financial Management-meaning-definition-objectives-profit maximization vs. wealth Maximization-Finance functions

MAPPING OF COs to PSOs

Course Outcomes	PSO1	PSO2	PSO3	PSO4	PSO5	PSO6	PSO7	PSO8	Cognitive Level					
									K1	K2	K3	K4	K5	K6
CO1	H	H	L	H	L	L	M	L	√	√				√
CO2	L	M	L	H	L	M	H	L	√	√		√		√
CO3	L	L	M	H			H	L			√	√	√	
CO4	H	L	M	H	L	H	M	L		√	√	√		√
CO5	M		M	H	M	M	L	L	√			√		
CO6	H	L	H	H	H	M	L	H		√			√	√

References:

1. Richard Pettiger. Introduction to Management, Palgrave Macmillan, New York.
2. M.J.Mathew,Functional Management, RBSA Publishers, Jaipur.
3. Meenakshy Gupta . Principles of Management, PHI, New Delhi.
4. Koonts and Heinz Weihrich. Essentials of Management, Tata McGraw-Hill Publishing

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ENTREPRENEURSHIP

L	T	P	C
2	0	0	2

Course Objectives

To equip and develop the learners entrepreneurial skills and qualities essential to undertake business.

COURSE OUTCOMES:

CO1: Describe the concept and theories of entrepreneurship and its role in economic development of nation.

CO2: Develop business plan and identify the reasons of failure of business plans.

CO3: Illustrate the steps in starting MSME.

CO4: To impart essential knowledge of how to start one's business venture

CO5: To realize skills and inspiration for developing an entrepreneurial mindset

CO6: To have basic idea of the economics of Entrepreneurship

UNIT I INTRODUCTION

Concept and Evolution of entrepreneurship, Core elements of entrepreneurship, Factors affecting Entrepreneurship development- Role of entrepreneurship in the developing economy

UNIT II THE ENTREPRENEURIAL MINDSET

Attributes of entrepreneurs, Types of entrepreneurs - Distinction between entrepreneur and manager, Distinction between entrepreneur and intrapreneur.

UNIT III GENERATION OF IDEAS

Methods and process of generating ideas, sources of ideas and screening process Assessing opportunities: Challenges, pitfalls and critical factors of new venture; Business and Entrepreneurial development organizations.

UNIT IV SOURCE OF FUNDING

Search for entrepreneurial capital- Debt vs. Equity; Venture Capital Market; Angel Financing and Alternative sources of finance for Entrepreneurs.

UNIT V DRAFTING BUSINESS PLAN

Business Plan Preparation for new Ventures: Meaning of a business plan, benefits, elements and presentation.

MAPPING OF COs to PSOs

Course Outcomes	PSO1	PSO2	PSO3	PSO4	PSO5	PSO6	PSO7	PSO8	Cognitive Level					
									K1	K2	K3	K4	K5	K6
CO1	M	H	L	H	L	L	M	L	√	√		√		
CO2	L	L	L		L	H	H	L		√	√	√	√	√
CO3	L	H	M	H	M	M	H	L	√		√	√	√	
CO4		L	H	L	L		M	L		√		√		
CO5	M		M	H		M	L	L		√	√		√	
CO6	H	M	L	M	H	L	H	H	√	√		√	√	√

Text Books:

- 1.Kumar,Arya,“Entrepreneurship”, Pearson, New Delhi.
2. Gopal,V.P.Nanda), “Entrepreneurial Development”, Vikas Publishing, New Delhi.
3. Desai, Vasant, “Dynamics of Entrepreneurial Development & Management”, Himalaya Publishing House.

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PORT AND TERMINAL MANAGEMENT

L	T	P	C
3	2	0	4

Course Objectives To equip and develop the learners to understand the Shipping Field

COURSE OUTCOMES:

CO1: Describe the concept of Port Trust

CO2: Develop business plan and Exporting Process

CO3: Illustrate the steps in Berth & UN berth

CO4: Identify and evaluate global trends in port functions, administration and governance

CO5: Appraise the merits of public and private sector involvement in port affairs

CO6: Critically examine the legal principles underpinning the international trade market

UNIT - 1 : Difference between Major and Minor Ports – State owned ports - Ports in India - Natural Harbors - New Ports to be developed in India - Major Ports of the World - Largest Port in the world - Port Officials and their roles - Role of Ports - Port users

UNIT - 2 : Container Terminals - Privatization of Terminals - Reason for Privatization –PPP Projects - Major Terminal Operators in India - Terminal Operators of the world - Privatization the need of the hour - Agreement between and existing Port Terminal and the new operator – Coal, Liquid bulk, LNG Terminals

UNIT - 3 : Import Cycle - Export Cycle - Positions and Places in a Terminal - Facilities in a Terminal – Yard planning – Vessel ship planning – stacking of refrigerated & hazardous containers - Container Monitoring and stacking – Types of ships and containers – CFS, ICD & its roles - CFS inside a Terminal - Reasons for Congestion of a terminal - de-congesting the terminal - Window berthing system in a terminal.

UNIT - 4 : Major Port Trust Act - Port as a custodian of the cargo - Transit sheds - Cargo receivers – Types of Cargo – goods handled in port - Wharfs and Berths - Various berths in a Port - Meaning of Berth Restrictions – Draught - Port equipments and damage - Extra services - Berth reservation schemes

UNIT - 5 : Port Tariff - Pilots and their duties - Tugs and its usage - Night navigations - Light Dues - Tariff Authorities of Major Port - Revision of rates - Port Trustees - Safety Procedures - Introduction of ISPS – SOLAS - Damage to Port property by ships - Compensation and confiscation of cargo to adjust dues – Plant & Quarantine – Guidelines – Import & Export clearances.

MAPPING OF COs to PSOs

Course Outcomes	PSO1	PSO2	PSO3	PSO4	PSO5	PSO6	PSO7	PSO8	Cognitive Level					
									K1	K2	K3	K4	K5	K6
CO1		H	L	M	L	L	M	L	√	√		√		
CO2	L	M	L	H	L	M	H	L		√	√	√		√
CO3	L	H	M	H	L	M	H	L		√	√		√	
CO4		L	L	H	L	L	M	L		√	√		√	√
CO5	M		H	H		M	L	L		√		√	√	
CO6	H	M	M	H	H	H	H	H					√	√

TEXT BOOKS:

1. Major Port Trust Act – Government of India

PRODUCTION AND OPERATIONS MANAGEMENT

L	T	P	C
3	1	-	4

Course Objectives:

To acquaint students with the various facets of production and operations in an organization from product design to checking product quality before delivery to the final consumers.

COURSE OUTCOMES:

- CO1: To ensure a complete understanding about various functions and disciplines of Operations Management.
- CO2: To enable students to choose and apply analytical models, frameworks, tools and techniques relevant to production management
- CO3: To understand the basic concepts and theories of the production management
- CO4: To comprehend the operations management situations with greater confidence
- CO5: To expand individual knowledge of operations management principles and practices
- CO6: To apply operations management concepts and their influence on business decisions

UNIT I INTRODUCTION TO PRODUCTION AND OPERATION FUNCTIONS

Definition, objectives and functions-Relationship between production and other functions – production management Vs Operations Management- functions of operations management-Plant location – factors influencing plant location –. Plant layout – objectives, principles, Factors for good layout different types of layout – their merits and demerits and suitability.

UNIT II WORK STUDY AND PLANT MAINTENANCE

Work study: Definition, meaning Advantages of work study- Method study, objectives of Method study. Work measurement- meaning and Objectives-Time study and Motion study - Maintenance –Types – Break down & Preventive maintenance.

UNIT III PRODUCTION PLANNING AND CONTROL

Need for PPC, functions – Planning – Routing – Scheduling –Dispatching – Inspection- Capacity Planning: Importance of capacity planning- Capacity measurement – Capacity Requirement Planning (CRP) process.

UNIT IV MATERIALS MANAGEMENT

Meaning – need – functions of materials management – Material requirement planning (MRP) and control: MRP concept and process - Inventory control systems and techniques Inventory control – importance, objectives – Tools – ABC, VED, FSN analysis – EOQ – Re-order point – Safety Stock – Models of EOQ – JIT (Elementary level) Aggregate Planning: Definition, nature, strategies of aggregate planning, methods of aggregate planning.

UNIT V QUALITY CONTROL

Need for Quality control, Objectives. – Inspection- Methods of inspection- Statistical Quality Control: Control charts and Acceptance sampling procedures –Total Quality Management- 6 Sigma approach and Zero Defect Manufacturing.

MAPPING OF COs to PSOs

Course Outcomes	PSO1	PSO2	PSO3	PSO4	PSO5	PSO6	PSO7	PSO8	Cognitive Level					
									K1	K2	K3	K4	K5	K6
CO1		H	L	H	L	L	M	L	√	√		√		
CO2	L	M	H	H	L	M	H	L		√	√	√		√
CO3	L	H	M	H	L	M	H	L		√	√	√	√	
CO4		L	H	M	H	L	M	L	√	√		√		
CO5	M		M	H		M	L	L				√	√	
CO6	H	M	L	H	H	H	H	M					√	√

TEXT BOOKS

1. Panneerselvam. R, Production and Operations Management – Prentice Hall
2. Khanne O. P, Industrial Engineering
3. Chary S.N, Production and Operations Management-TMH Publication.

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HUMAN RESOURCE MANAGEMENT

L	T	P	C
1	2	0	3

Course Objective: To acquaint students with the fundamentals of Human Resource Management and the recent developments in Human Resource Management.

COURSE OUTCOMES:

- CO1: To explain the basics of Human Resource Management and analyse the evolution of HRM.
CO2: To appraise various functions of HRM that facilitate employee hiring viz. human resource planning, job analysis recruitment and selection.
CO3: To understand the role of training, development, and compensation management namely, wages and salary administration, incentives and fringe benefits.
CO4 To develop the understanding of the concept of human resource management and to understand its relevance in organizations
CO5: To develop necessary skill set for application of various HR issues
CO6: To integrate the knowledge of HR concepts to take correct business decisions

UNIT I INTRODUCTION

HRM-meaning, nature, objectives and scope, Functions of Human Resource Management, Significance of Human Resource Management-Role and Qualities of HR manager.

UNIT II HUMAN RESOURCE PLANNING

Importance of Human Resource Planning – Forecasting human resource requirement –matching supply and demand - process of HRP- Job analysis- Job description- Job design- Recruitment – meaning- sources- Selection- meaning and importance –steps in selection procedure- interview- types of interview- Induction- Placement

UNIT III Training and Development

Training and Development-Meaning, Importance-Training-types, methods of Training- Learning-Learning principles- Management Development programme-Job evaluation- Performance appraisal and career planning- Need and importance- objectives-process-methods and problems of performance appraisal- Concept of career planning –features methods –uses career Development Transfer-Promotion-code of conduct

UNIT IV COMPENSATION MANAGEMENT

Compensation management - Compensation Planning-Objectives-Principles of compensation –Pay Structure – Incentives- Rewards, Intrinsic, extrinsic- Fringe Benefits-Stress Management - Quality of Work Life.

UNIT V GRIEVANCE HANDLING

Grievance redressal procedure - Discipline- essentials of a good discipline system- Disciplinary Process - approaches- punishment-exit interview-. Legislative Framework - Trade Unions - Managing Conflicts - - Collective Bargaining - Labor participation in management and workers empowerment.

MAPPING OF COs to PSOs

Course Outcomes	PSO1	PSO2	PSO3	PSO4	PSO5	PSO6	PSO7	PSO8	Cognitive Level					
									K1	K2	K3	K4	K5	K6
CO1		H	L	H	L	L	M	L	√	√				
CO2	L		L	H	L	M	H	L		√			√	√
CO3	L	H	M	H	L	M	H	L		√	√	√	√	
CO4		L		H	L	L	M	L		√	√	√		
CO5	M		M	H		M	L	L		√		√	√	
CO6	M	M	H	H	H	L	H	L		√	√	√	√	√

Text Books:

1. Monnappa and Saiyadan, Personnel Management, Tata Mcgraw Hill.
2. Rao V.S.P. Human Resource Management, Excel books
3. C.B. Memoria, Personal Management- Himalaya Publishing House

L	T	P	C
0	4	0	4

BANKING AND INSURANCE

Course Objective: Make the students to understand the functioning of commercial banks and e-banking and the threats that go with it. And also to understand about the insurance sector in India.

COURSE OUTCOMES:

CO 1: To understand the functioning of banking system in India

CO 2: To understand the current development in Indian Banking Sector

CO 3: To understand the difference between Life & Non-Life Insurance

CO 4: To understand the basic concepts of banking and functions of banking

CO 5: To examine the banking scenario in India

CO 6: To evaluate the insurance business environment in India

UNIT-I INDIAN BANKING SYSTEM

Definition of banking and customer – Classification of banks- Functions of a Bank – Relationship between Banker and customer.

Unit II NEGOTIABLE INSTRUMENTS

Introduction, definitions, characteristics of negotiable instruments, operational rules of Evidence-Presumptions, classification of negotiable instruments, promissory note, cheque, parties of negotiable instrument, negotiation, presentation, discharge and dishonor of negotiable instruments, rules of evidence, banker and drawer.

Unit III INNOVATIONS IN BANKING

E-BANKING, Mobile banking Over view of microfinance, new products and services- factoring Securitization, Banc assurance, mutual funds

UNIT IV INSURANCE MANAGEMENT

Insurance – Mechanism of covering risk – functions of insurance- insurance – Brief history of insurance in India- Regulatory Authority for insurance sector- Structure of insurance business in India, – Recent Developments in the Insurance sector

UNIT-V Insurance products and services

Life Vs General Insurance –Features of Life Insurance – Importance of Life Insurance policies -Types of Life Insurance policies. Importance of general insurance policies- Types of general insurance policies – Fire insurance- Marine insurance- Motor Vehicle insurance- Health insurance- Theft and Burglary.

MAPPING OF COs to PSOs

Course Outcomes	PSO1	PSO2	PSO3	PSO4	PSO5	PSO6	PSO7	PSO8	Cognitive Level					
									K1	K2	K3	K4	K5	K6
CO1		H	L	H	L	L	M	L	√	√		√		
CO2	L	H	L	M	L	H	H	L		√	√	√		√
CO3	L	H	M	H	L	M	H	L	√			√	√	
CO4	M	L	M	H	L	L	M	L		√	√	√		
CO5	M		M	H		M	H	L		√		√	√	
CO6	H	H	H	H	H	M	H	H			√		√	√

Text Books:

1. Mithani & Gordon: Financial Services: Banking and Insurance, Himalaya Publishing House, Delhi
2. Vasant Desai, Jain: Financial Services: Banking and Insurance, Himalaya Publishing House, Delhi
3. Dr. P. Periasamy: Principles and Practice of Insurance Himalaya Publishing House, Delhi.

MSU/2020-21/UG-Colleges/Part-III (B.B.A.S.L)/ Semester-IV / Ppr.no.27/ NME -1

ADVERTISING

L	T	P	C
2	0	0	2

Course Objectives: To impart in depth knowledge about advertising and sales promotion Practices among corporate to persuade customers.

COURSE OUTCOMES:

CO 1: To describe types of advertising

CO 2: To identify and make decisions regarding the most feasible advertising appeal and media mix

CO 3: To conduct pre-testing and post testing of advertisement to determine their effectiveness

CO 4: To demonstrate an understanding of the overall role advertising plays in the business world

CO 5: To identify and understand the various advertising media

CO6: To demonstrate and understanding of how an advertising agency operates.

Unit I

Introduction Advertising: Meaning – Objectives – Functions – Types

Unit II

The Key Players of Advertising Advertiser – Media – Advertising Agency – vendors – Target Audience – Regulatory Bodies

Unit III

Advertising Planning Situation analysis – DAGMAR – Advertising Planning Process

Unit IV

Advertising Media - Media Plan – media Mix Selection – Media budget

Unit V

Advertising creative Approach - The Big Idea and ROI (Relevance, Originality, and Impact), Creative message execution, appeals, format, tone, body copy, headlines and Layout. Preparing a copy

MAPPING OF COs to PSOs

Course Outcomes	PSO1	PSO2	PSO3	PSO4	PSO5	PSO6	PSO7	PSO8	Cognitive Level					
									K1	K2	K3	K4	K5	K6
CO1		H	L	H	L	L	M	L	√	√				
CO2	L	M	L	H	L	M	H	L		√	√	√		√
CO3	L	H	M	H	L	M	H	L		√	√	√	√	
CO4		L	H	H	L	L	M	L		√	√	√		
CO5	M		M	H		M	L	L				√	√	
CO6	H	H	H	H	H	H	H	H					√	√

Text Books:

1. Manendra Mohan – Advertising Management – Concepts and Cases, Tata McGraw Hill
2. Sherlekar, Victor & Nirmala Prasad – Advertising Management – Himalaya Publishing House
3. C.L. Tyagi, Arun Kumar- Advertising Management- Atlantic Publishers and Distributors

STOCK MARKET PRACTICES

L	T	P	C
2	0	0	2

Course Objective:

To give learners the basic understanding of the fundamental concepts of stock marketing and to enable them to analyze stock movements

COURSE OUTCOMES:

CO 1: To explain the basics of Stock Market Practices

CO 2: To appraise various functions Secondary Marketing and listing of Securities

CO 3: To understand the role of Market Intermediaries

CO 4: To describe the different components of a financial system and their role

CO 5: To explain the recent developments in the Indian Financial system

CO 6: To describe the methods of issuing shares and role of intermediaries in the primary market

UNIT - I INTRODUCTION

Need and Importance of Capital Market – Primary Market- Different types of Securities dealt in the Capital Market.

UNIT – II SECONDARY MARKET

Secondary Market – Origin and Growth – Types of Securities traded – Role and Functions of stock Exchange – NSE –Reading of Stock Indices - weaknesses of stock Exchange.

UNIT – III LISTING OF SECURITIES

Listing of Securities – Group A, Group B, Group C Shares – Advantages – Drawbacks – Listing Procedure – Criteria for Listing – Listing Obligations.

UNIT - IV MARKET INTERMEDIARIES

Registration of Stock Brokers – Procedure – Code of Conduct – Kinds of Brokers and their Assistants – Methods of Trading in a Stock Exchange – Carry over or Bald Transactions – Genuine Trading – Kinds of Speculators – Speculative Transactions.

UNIT - V CREDIT RATING

CRISIL – CARE – ICRA Agencies Dematerialization – Depositories

MAPPING OF COs to PSOs

Course Outcomes	PSO1	PSO2	PSO3	PSO4	PSO5	PSO6	PSO7	PSO8	Cognitive Level					
									K1	K2	K3	K4	K5	K6
CO1	M	H	L	H	L	L	M	L	√	√		√	√	
CO2		M	L	H	L	H	H	L			√	√		√
CO3		M	M	H	L	M	H	L			√	√	√	
CO4		L	H	H	L	L	M	L		√	√	√		
CO5	M		M	H		M	L	L	√			√	√	
CO6	H	H	M	H	H	M	M	H			√		√	√

Reference Books:

Security Analysis & Portfolio Management– PUNIDHAVADHI PANDIYAN

Investment Management & Portfolio Management–V.K.BHALLA

Security Analysis – PREETI SINGH,

EXPORT IMPORT MANAGEMENT

L	T	P	C
3	1	0	4

Course Objective:

To give learners the basic understanding of the fundamental concepts of Export and Import Management.

COURSE OUTCOMES:

CO 1: To explain the basics of Import and Export Procedures

CO 2: To appraise various functions of Pre Import and Export Procedures

CO 3: To understand the role of Globalization of Indian Business

CO 4: To understand the importance of export the knowledge to country conditions

CO 5: To understand the foreign trade documents

CO 6: To understand the export and import procedures

UNIT I

Meaning and Definition of Export – Classification – Strategy and Preparation for Export Marketing – Registration Formalities –Export Licensing – Selection of Export Product – Identification of Markets – Methods of Exporting – Payment Terms – Letter of Credit – Liberalization of Imports – Negative List for Imports – Categories of Importers.

UNIT II

Aligned Documentation system – Commercial Invoice – Shipping Bill – Certificate of Origin – Consular Invoice – Mate's Receipt – Bill of Lading –GR Form – ISO 9000 – Procedure for obtaining ISO 9000 – BIS 14000 Certification – Types of Marine Insurance Policies – Import Documents – Transport Documents – Bill of Entry – Certificate of Inspection – Certificate of Measurements – Freight Declaration.

UNIT III

Export Contract - Steps in Export Procedure – Export Contract – Forward Cover – Export – Finance Institutional Frame worked for export Finance – Excise Clearance – Pre-shipment Inspection – Methods of Pre-shipment Inspection Marine – Insurance – Role of Clearing and Forwarding Agents – Shipping and Customs Formalities

UNIT IV

Pre-Import Procedure - Realization of Exports Proceeds – Pre-Import Procedure – Steps in Import Procedure – Legal Dimensions of Import Procedure – Customs Formalities for Imports – Warehousing of Imported goods – Exchange Control Provisions for Imports – Retirement of Export Documents – Town of Export Excellence.

UNIT V

GLOBALISATION OF INDIAN BUSINESS - India's competitive advantage in Industries like IT, Textiles, Gems and jewelry- India's strength and weakness in International Business

MAPPING OF COs to PSOs

Course Outcomes	PSO1	PSO2	PSO3	PSO4	PSO5	PSO6	PSO7	PSO8	Cognitive Level					
									K1	K2	K3	K4	K5	K6
CO1		H	L	H	L	L	M	L	√	√				
CO2	H	M	H	H	L	M	H	L		√			√	√
CO3	L	H	H	H	L	M	H	L	√	√	√	√	√	
CO4	L	L	H	H	L	L	M	L	√	√	√	√		
CO5	M	L		H		M	L	L		√		√	√	
CO6	H	H	H	H	M	M	L	H	√				√	

REFERENCE BOOKS:

1. Thomas E. Johnson, "Export/Import Procedures and Documentation", Amacom; 4th Edition, 2010.
2. Rama Gopal, CA.C, "Export Import Procedures - Documentation and Logistics", New Age International, By: Shri C, 1st Edition, 2006.
3. .Rai, Ushakiran, "Export Import & Logistic management", AMACOM publication

FREIGHT FORWARDING & PORT OPERATIONS

L	T	P	C
4	1	0	4

Course Objective:

To give learners the basic understanding of the fundamental concepts of Freight Forwarding & Port Operations.

COURSE OUTCOMES:

CO 1: To explain the basics of Freight & Forwarding

CO 2: To appraise various functions of Freight

CO 3: To understand the various sectors of Container markets

CO 4: Knowhow of Freight Forwarding ad Port Operation functions and activities

CO 5: Understand warehousing operations, modes of transport, packaging, import & export documentation etc.

CO 6: Impact of technology on operations & business

UNIT-1

Basic Concepts of Cargo Work - Bale Capacity-Grain Capacity-Stowage Factor-Broken Stowage-Load Density-Optional Cargo-Cargo Documents-Mate's Receipt- Precautions before loading - Dunnage- Separation- Pilfering-Contamination-Handling / Chafing /Crushing-Lashing- Lifting Gear - Safe Working Load-Heavy lift Jumbo Derrick-Precautions when handling heavy lifts-Stuelcken Derricks-Cranes.

UNIT-2

Code of Safe Practice for Solid Bulk Cargoes; Flow Moisture Point-Transportable Moisture Limit-Hazards due to Bulk Cargoes-Structural Hazards and Precautions-General Precautions when holding Bulk Cargoes-Safety Precautions-Properties of Concentrates-Hazards of Concentrates-Precautions when Carrying Concentrates - Some Common Cargoes - Hazards- Precautions-Hold Preparation-Cotton- Rice-Dunnage-Spar Ceiling-Loading and Ventilation- Cement, IMDG Code

Unit-3

Aim-Application-Classification-Packing-Marking/Labeling/Placarding-Documents-Stowage Requirements- Precautions for Loading Dangerous Goods , Paletisation- Containers- Physical Characteristics of Containers-Types of Containers- Refrigerated and Deck Cargoes - Types of Refrigerated Cargoes-Refrigeration Systems-Cargo Operations-Deck Cargoes, Tanker Operation Systems and their Associated Pipelines-Types of Cargo Pipeline Systems-Operational Procedures-Safety Procedures-Gas Detecting Instruments-Inert Gas System-Crude Oil Washing- Pollution.

Unit-4

Some Common Cargoes Hazards-Precautions-Hold Preparation-Cotton-Rice-Dunnage-Spar Ceiling-Loading and Ventilation-Cement, More Cargoes ,Sugar-Rubber-Salt-Pulp & Paper Rolls-Iron and Steel Cargoes, - Principle of Stowing Cargo-Safety of Ship and Crew-Safety of Cargo-Properties of Cargoes Dock Laborers Act,1934 Inspectors-Powers of Inspectors- Obligations of Dock Workers

Unit-5

Introduction – genesis of freight forwarding – understanding concepts of containerization LCL / FCL concepts – various sectors of container markets – Pre stuffing procedures; De stuffing formalities – channelization of return / empty containers – reverse process.

MAPPING OF COs to PSOs

Course Outcomes	PSO1	PSO2	PSO3	PSO4	PSO5	PSO6	PSO7	PSO8	Cognitive Level					
									K1	K2	K3	K4	K5	K6
CO1		M	L	H	L	L	M	L	√	√	√		√	
CO2	L	M	L	H	L	M	H	L		√	√	√	√	√
CO3	L	H	M	H	L	M	H	L		√			√	
CO4	L	H	L	H	L	L	M	L	√		√	√		
CO5	M	H	M	H		M	L	L	√			√	√	
CO6	H	M	H	H		M		M		√			√	√

Text Book:

1. Multimodal Transport Rules, Hugh M. Kindred, H. M. Kindred, M. R. Brooks, Kluwer Law International Publisher, 1st Edition, 1997.
2. Multimodal Transportation of Goods Act, 1993 Along With Allied Rules, Professional Book Publishers.

FINANCIAL MANAGEMENT

L	T	P	C
3	1	0	4

Course Objective:

To give learners the basic understanding of the fundamental concepts of Financial Management

COURSE OUTCOMES:

CO 1: Apply financial data for use in decision making by applying financial theory to problems faced by business enterprises.

CO 2: Apply foundational finance theories and to analyse a forecast using relevant data and to conduct preliminary measurement of leverage analysis.

CO 3: Apply modern techniques in capital budgeting analysis.

CO 4: Explain the concept of fundamental financial concept, especially time value of money

CO 5: Analyze the main ways of raising capital and their respective advantages and disadvantages in different circumstances

CO 6: Integrate the concept and apply the financial concept to calculate ratios and do the capital budgeting

UNIT- I Financial Management Introduction Nature and Scope of Financial Management –Objectives of Corporate Financial Decisions, Investments Decisions: Cost of Capital: Cost of Debt, Cost of Preference Shares, Cost of Equity, Weighted average cost of capital, Average and Marginal Cost of Capital, Long Term Investment Decisions and Capital Budgeting Techniques – Risk A analysis in Capital Budgeting – Capital Budgeting under the conditions of Capital Rationing and Inflationary Conditions – Case Study

UNIT – II Investment Decision Short Term Investment Decision: Working Capital Decisions- Working Capital Policy – Size of Currents Assets and Financing of Current Assets – Management of Cash and Near – Cash assets – Management of Receivables Management of Inventory, Short term Finances

UNIT – III Financing Decision Financing Decisions: Capitalization and Capital Structure – Long term finance Shares and Debentures, Loan – Case Study

UNIT – IV Dividend Decision Dividend Decisions – Relevance of Dividend Payment – Stability of Dividend Payment – Forms of Dividend payment – Dividend Policy in Indian Corporate Sector – Case Study

UNIT – V Financial Analysis Financial Analysis and Planning: Financial Statements, Financial Ratio Analysis, Operating and Financial Leverage, Break-Even Analysis Emerging Scenario: Indian Financial System, An overview of Financial Institutions, Financial Markets, Financial instruments and Financial Services – Case Study

(Marks: Theory 40% and Problems 60%)

MAPPING OF COs to PSOs

Course Outcomes	PSO1	PSO2	PSO3	PSO4	PSO5	PSO6	PSO7	PSO8	Cognitive Level					
									K1	K2	K3	K4	K5	K6
CO1		H	L	H	L	L	M	L	√	√				
CO2	H	M	L	M	L	M	H	L		√	√	√		√
CO3	H	H	M	M	L	M	H	L		√	√	√	√	
CO4		M	H	H	M	L	M	L		√	√	√		
CO5	M		M	H		M	L	L				√	√	
CO6			H	L	M	H	H	H					√	√

Reference Books:

1. Khan, M. Y. and Jain P. K, "Financial Management, Text, Problems & Cases", Tata McGraw Hill Company, New Delhi.
2. Pandey, I.M, "Essentials of Financial Management", Vikas Publishing House Pvt. Ltd., New Delhi.
3. Maheshwari, S.N "Financial Management – Principles & Practice", Sultan Chand & Sons, New Delhi.

E-LOGISTICS

L	T	P	C
2	1	1	4

Course Objective:

To give learners the basic understanding of the fundamental concepts of E-Logistics

COURSE OUTCOMES:

CO 1: Apply Forward and Reverse Logistics

CO 2: Apply foundational Tracking Systems and Satellite global positioning Systems

CO 3: Apply modern techniques in capital budgeting analysis.

CO 4: Students will be able to analyze how to logistics decisions impact the performance of firm as well as entire supply chain

CO 5: Students will apply the skills of documentation process in firm for better logistics management

CO 6: Students will be able to apply the various E-logistics tools to the logistics process

Unit I

Introduction to E-logistics - forward logistics – Reverse logistics – Logistics renovation toward E-logistics – importance of E-logistics – New trends and technology in logistics.

Unit II

E-logistics method of documentation – Electronic data interchange – Personal computer – Enterprise resource planning systems – The internet, intranets and extranets – The world wide web – Web-enabled relational databases, data warehouses and data marts – Decision support systems.

Unit III

ASNs – tracking systems – Satellite global positioning systems (GPS) and geographic information systems (GIS) – Bar-coding and scanning – Electronic signature technology – Wireless technology – Radio frequency identification (RFID).

Unit IV

Electronic procurement (e-procurement) – Transport and delivery management – Packing and order management – Inventory and warehousing – Application architecture of Customer relationship management (CRM) – E-business logistics and its benefits.

Unit V

Forward E-logistics – Reverse E-logistics – Challenges of E-logistics – environmental issues – e-business strategy – Application for E-logistics – Business to business – Business to consumers – Exception based

status alert – Transportation documentation.

MAPPING OF COs to PSOs

Course Outcomes	PSO1	PSO2	PSO3	PSO4	PSO5	PSO6	PSO7	PSO8	Cognitive Level					
									K1	K2	K3	K4	K5	K6
CO1	H	H	L	H	L	L	M	L	√	√	√			√
CO2	L			H	L	M	H	L		√	√	√		√
CO3	L	H	M	H		H	H	L		√	√	√	√	
CO4		L		H	L	L	M	L		√	√	√	√	
CO5	M		M	H		M	L	L		√		√	√	
CO6	H	H	H	H	H	H	H	H	√	√			√	√

REFERENCE BOOKS

1. Louis columbus, Realizing e-business with application service providers, LWC publication.
2. B Stanford, E-business: Key Issues, Applications and Technologies, Ohmsha Publication

ENTREPRENEURSHIP DEVELOPMENT

L	T	P	C
3	1	0	4

Course Objectives To equip and develop the learner's entrepreneurial skills and qualities essential to undertake business. To impart the learner's entrepreneurial competencies needed for managing business efficiently and effectively.

COURSE OUTCOMES:

CO1: Describe the concept and theories of entrepreneurship and its role in economic development of nation.

CO2: Develop business plan and identify the reasons of failure of business plans.

CO3: Illustrate the steps in starting MSME.

CO 4: Examine role of entrepreneur in economic development

CO 5: Describe project evaluation

CO 6: Evaluate the entrepreneurial support in India

UNIT I INTRODUCTION

Definition of Entrepreneurship – Concept of Entrepreneurship – Role of Entrepreneurship in Economic development – Types of Entrepreneurs – Barriers – ED cycle-Characteristics of Successful Entrepreneurs.

UNIT II ENTREPRENEURIAL ENVIRONMENT

EDP in India – Phases of Entrepreneurial programs — Industrial Estates –Industrial clusters —Incentives and subsidies – Advantages - Needs & Problems – Promotional agencies –

NMCC,SIDO, NSIC, NAYE, TCO, SISI's- Khadi & Village Commission- STEP – NIESBUDKITCO–SIDCO- TIIC- MSME & DICs- Business Incubators& Start-ups

UNIT III BUSINESS PLAN PREPARATION

Sources of Product for Business - Prefeasibility Study - Criteria for Selection of Product - Ownership - Capital Budgeting- Project Profile Preparation - Matching Entrepreneur with the Project - Feasibility Report Preparation and Evaluation Criteria.

UNIT IV FINANCING OF SMALL BUSINESS

Financing Options - Bridge capital, Seed capital assistance, Margin money scheme, Sickness, Causes- Remedies- An overview on the roles of institutions/schemes in entrepreneurial development- SIDBI, KSIDC,IFCI, KFC, - commercial banks - .Scheme MUDRA, CGMSE,CLCS,SWARNA JAYANTHI Rozgar Schemes, PMRY -- Other financing options -venture capital, crowd funding, Angel Investors

UNIT V MANAGEMENT OF SMALL BUSINESS

Monitoring and Evaluation of Business - Business Sickness - Prevention and Rehabilitation of Business Units - Effective Management of small Business - Case Studies.

MAPPING OF COs to PSOs

Course Outcomes	PSO1	PSO2	PSO3	PSO4	PSO5	PSO6	PSO7	PSO8	Cognitive Level					
									K1	K2	K3	K4	K5	K6
CO1	H			H	L	L	M	L	√	√	√			√
CO2	L	M	L		L	M	H	L		√	√	√		√
CO3	M	H	M	L	L	H	H	L		√	√	√	√	
CO4		L	H	H	L	L	M	L		√	√	√		
CO5	M	H	M	H		M	L	L				√	√	
CO6	H			H	H	M	H	H		√	√		√	√

Text Books:

1. Kumar, Arya, "Entrepreneurship", Pearson, New Delhi.
2. Gopal, V.P. Nanda), "Entrepreneurial Development", Vikas Publishing, New Delhi.
3. Desai, Vasant, "Dynamics of Entrepreneurial Development & Management",

COMPUTER APPLICATION IN SHIPPING & LOGISTICS

L	T	P	C
3	1	0	4

Course Objective: This lab makes the students to gain practical knowledge and depth working application principles in the office packages for the day to day office transactions.

COURSE OUTCOMES:

CO 1: Develop a clear understanding and knowledge about the functioning of a Computer software and window operating system

CO 2: Demonstrate proficiency in Microsoft word & Excel.

CO 3: Apply formatting and editing features to enhance worksheets. And also use styles, themes, and conditional formats to customize slide shows.

CO 4: Analyze the logistics operation in shipping business

CO 5: Determine the scope of employment in logistics, finance and computer application

CO 6: Apply the concept of accounting, finance logistics and Computer application

Unit I Computers – Introduction – Computers in business – Elements of computer systems setup; Indian computing environment; components of a computer system; generations of computers and computer languages.

Unit II Personal computers in business – PC software packages – introduction – Disk Operating system and windows.

Unit III Word Processing Software – Creating document – File management – Editing – formatting – Using tools – Tables – Working within tables.

Unit IV Spreadsheet software – Introduction – Creation of spreadsheet application; range, formula, functions database functions in spreadsheet – Graphics on spreadsheet.

Unit V Shipping Industry software – Marine ERP Software - Managerial applications of computers – Computer and management functions – Computer based financial accounting systems – Inventory systems – Computerized MIS & Control system.

MAPPING OF COs to PSOs

Course Outcomes	PSO1	PSO2	PSO3	PSO4	PSO5	PSO6	PSO7	PSO8	Cognitive Level					
									K1	K2	K3	K4	K5	K6
CO1	H	H	L	H	L	L	M	L	√	√			√	
CO2	L	H	M	H	L	M	H	L		√	√	√		√
CO3	L	H	M	M	L	M	H	L	√	√	√	√	√	
CO4		H	H	M	L	L	M	L	√	√		√		
CO5	M		M	H	H	M	L	L			√	√	√	
CO6	H	M	M				M	H	√	√			√	√

Text Books:

- 1.Sinha, P.K. and Sinha, P. Foundation of computing.- BPB Publications. New Delhi
2. Arora, A.(2015) Computer fundamentals and applications. Vikas Publishing.
3. Rajaraman, V.(2014).Fundamentals of Computers. Delhi: Prentice-Hall

TOTAL QUALITY MANAGEMENT

L	T	P	C
3	1	0	4

Course Objective:

This Total Quality Management subject brings you about Quality, TQM Principles and the Quality Systems

COURSE OUTCOMES:

CO 1: Develop a clear understanding and knowledge about Total Quality Systems

CO 2: Demonstrate proficiency in TQM Principles

CO 3: Apply formatting and editing features Statistical Process Control

CO 4: To realize the importance of significance of quality

CO 5: Manage quality improvement teams

CO 6: Identify requirements of quality improvement programs

UNIT- I INTRODUCTION

Definition of Quality, Dimensions of Quality, Quality costs, Top Management Commitment, Quality Council, Quality Statements, Barriers to TQM Implementation, Contributions of Deming, Juran and Crosby, Team Balancing

UNIT- II TQM PRINCIPLES Customer satisfaction – Customer Perception of Quality, Customer Complaints, Service Quality, Customer Retention, Continuous Process Improvement, 5S, Kaizen, Just-In-Time and TPS

UNIT –III STATISTICAL PROCESS CONTROL The seven tools of quality, New seven Management tools, Statistical Fundamentals – Measures of central Tendency and Dispersion, Population and Sample, Normal Curve, Control Charts for variables and attributes, Concept of six sigma.

UNIT- IV TQM TOOLS Quality Policy Deployment (QPD), Quality Function Deployment (QFD), Benchmarking, Taguchi Quality Loss Function, Total Productive Maintenance (TPM), FMEA

UNIT- V QUALITY SYSTEMS Need for ISO 9000 and Other Quality Systems, ISO 9001:2008 Quality System – Elements, Implementation of Quality System, Documentation, Quality Auditing, ISO 14001:2004

MAPPING OF COs to PSOs

Course Outcomes	PSO1	PSO2	PSO3	PSO4	PSO5	PSO6	PSO7	PSO8	Cognitive Level					
									K1	K2	K3	K4	K5	K6
CO1		H	L	H	L	L	M	L	√	√				
CO2	H	M	L	H	L	M	H	L		√	√	√		√
CO3	L	H	M	H	L	M	H	L		√				
CO4		L	H	H	L	L	M	L		√	√	√	√	
CO5	M		M	H		M	L	L	√			√	√	
CO6	H	M	M	M	M	M							√	√

References:

1. Dale H.Besterfield, "Total Quality Management", 3rd edition 2011 Pearson Education
2. James R.Evans& William M.Lindsay, —"The Management and Control of Quality", 9th Edition South-Western (Thomson Learning)

INTERNSHIP/MINI PROJECT

L	T	P	C
0	2	4	3

Course Objectives:

CO 1: To undergo an external field survey by choosing any industry (or) company (or) organization

CO 2: To train in drafting the formal report

CO 3: To improve the presentation skill among the students

CO 4: To develop the students thinking power

CO 5: To acquire the Field and industry knowledge

CO 6: To increase the Research Knowledge of the students

The students may choose any industry (or) company (or) organization of their choice for doing mini-project. The data may be primary or secondary sources.

1. The students should undergo an external field survey or case study of a selected industry (or) company (or) organization by confining the specialisation chosen from the available clusters.

2. As like a project report, this field survey / case study report shall be prepared by starting the title as Survey/ Case study of..... company or industry or organisation.

3. Since it is an external study report, the students should pay utmost interest in drafting the report and it should be as like formal report.

4. Field survey/ Case study chosen by the students for field investigation should be related to the course.

5. Before starting of fifth semester examinations, the student should submit the report both hard and soft copy with regard to this viva-voce shall be conducted through the Power-point presentation.

6. The report should be evaluated for 50 marks and viva-voce exam shall be conducted for 50 marks. Total marks for the paper is 100.

7. Students should attain 40 marks in both report and viva-voce to clear the paper. If the student is unable to clear or absent for the above examination, he/she should reappear with updated report after paying the examination fees to the university in the next semester.

8. After the completion of semester end examinations, the report and viva-voce exams have to be conducted by the approved examiners of the university.

9. Instruction for submission:

a) The volume or size of the report may be about 15 to 20 pages typed with font name of Times New Roman in 1.5 paragraph space. (Excluding Content page, Certificate, Acknowledgement, Declaration certificate, Index and Appendix)

b) Students are required to submit the survey/case report in duplicate after duly signed by Principal/Director of the college and approved Faculty Guide before the semester end examination.

c) Duration for the survey/case report preparation can be fixed as per the direction of the Guide.

The report should have the following aspects and present the report in the order mentioned below.

CHAPTER-I : Introduction about the industry (or) company (or) organization - Form of Ownership - License or Registration - Organisation structure - Sources of Finance .

CHAPTER-II: Number of employees - Recruitment process – Training – Appraisal of employees .

CHAPTER-III: Product / Service produced or offered – Manufacturing process – Raw materials and Equipments used - Logo – Slogan.

CHAPTER-IV: Marketing of Products/Services – Channel of Distribution – Advertising – Sales promotion and sales management.

CHAPTER-V: Conclusion based on the overall observation of the study.

MAPPING OF COs to PSOs

Course Outcomes	PSO1	PSO2	PSO3	PSO4	PSO5	PSO6	PSO7	PSO8	Cognitive Level					
									K1	K2	K3	K4	K5	K6
CO1	M	H	L	H	L	L	M	L	√	√				√
CO2	L	H	L	H	L	H	H	L		√				√
CO3	L	H	M	H	L	M	H	L				√	√	
CO4		H	H	H	L	L	M	L				√		√
CO5	M		M	H		M	L	L		√		√	√	
CO6	L			L	L	H	H	H					√	√

CUSTOMS PROCEDURES

L	T	P	C
4	1	0	4

Course Objectives: To provide a theoretical base so as to enable the students to acquire Theoretical knowledge of the Customs Procedures

COURSE OUTCOMES:

CO 1: Develop a clear understanding and knowledge about Customs Procedures

CO 2: Demonstrate proficiency in Customs Duties

CO 3: Apply formatting features Tran Shipment

CO 4: Be able to demonstrate a know

CO 5: Explain the concepts in custom clearance in international business with respect to foreign trade

CO 6: Integrate concept in custom clearance concepts with functioning of global trade

Unit-1

Preliminary-Definitions Officers of Customs-Classes-Appointments-Powers of Officers- Entrustments of Functions of Board, Appointment of Customs Ports, Airports, Warehousing Stations-Power to declare places to be Warehousing Stations. Prohibitions on Importation and Exportation of Goods-Power to Prohibit, Power of Central Government to notify goods- Precautions to be taken by persons acquiring notified Goods

Unit-2

Detection of illegally imported goods and Prevention of the disposal there of - Definitions - Power of Central Government to notify goods- Persons possessing notified goods to intimate the place of storage, etc. - Sections 11C, 11E and 11F not to apply to goods in personal use; Prevention or Detection of illegal import of Goods; Power to exempt.

Unit-3

Levy of and exemption From, Customs Duties-Dutiable goods-Duty on Pilfered goods- assessment of Duty-Interest on delayed Funds-Claim for Refund of Duty-Provisional Attachment to protect revenue in certain cases , Indicating Amount of Duty in Price of Goods, For purpose of Refund-Price of goods to indicate amount of duty paid thereon.

Unit-4

Provisions relating to Conveyances Carrying Imported or Exported Goods-Arrival of Vessels and Aircraft in India-Power to board Conveyances-Delivery of export manifest or export report- No Conveyance to leave without written order. Clearance of Imported goods and Exported Goods-Chapter not to apply to baggage and Postal articles-Clearance of goods for home consumption-Clearance of goods for exportation.

Unit-5

Goods in Transit-Transit and Tran shipment of certain goods without payment-Liability of duty on goods transited or transshipped. Warehousing-Appointing of Public Warehouses-Licensing of Private Warehouses-Clearance of Warehoused goods for home consumption and Exportation- Cancellation and return of Warehousing bond.

MAPPING OF COs to PSOs

Course Outcomes	PSO1	PSO2	PSO3	PSO4	PSO5	PSO6	PSO7	PSO8	Cognitive Level					
									K1	K2	K3	K4	K5	K6
CO1		H	L	H	L	L	M	L	√	√				
CO2	L	M	L	M	L	M	H	L		√	√	√	√	√
CO3	L	H	M	H	L	H	H	L		√	√	√	√	
CO4		H	H	H	L	L	M	L		√	√	√		
CO5	M		M	H		M	L	L	√		√	√	√	
CO6	H				H	H	H	H					√	√

REFERENCE BOOKS:

1 Guide to Customs Procedures 2009:10, Gururaj Bn, Centax Publications Pvt Ltd

2 Customs Law Practice and Procedures, V. S. Datey, Taxmann Allied Services Pvt. Ltd., 7th Edition 2010.

DIGITAL MARKETING

L	T	P	C
4	1	0	4

OBJECTIVES:

The primary objective of this module is to examine and explore the role and Importance of digital marketing in today's rapidly changing business environment. It also focuses on how digital marketing can be utilized by organizations and how its Effectiveness can measured.

COURSE OUTCOMES:

CO 1: To describe the major types of Digital business models

CO 2: To identify the key security issues in the digital business environment

CO 3: To explain the process that should be followed in build a digital business presence

CO 4: To analyze the confluence of marketing, operations in real time delivery

CO 5: Explain emerging trends in digital marketing and critically assess the use of digital mar

CO 6: Interpret the traditional marketing mix within the context of a changing and extended range of digital strategies and tactics.

UNIT I Introduction

Digital Marketing- Definition – Importance – Digital Marketing Vs Traditional Marketing- Recent trends and current scenario of digital marketing in India.

UNIT II Search Engine Based Marketing

Search engine optimization – meaning – origin and growth of search engine optimization - On-Page optimization- Off-Page optimization. Search Engine Marketing- How Search Engine works- SEM components- PPC advertising -Display Advertisement

UNIT III Electronic Marketing

E- Mail Marketing - Types of E- Mail Marketing - Email Automation - Lead Generation - Integrating Email with Social Media and Mobile- Measuring and maximizing email campaign Effectiveness. Mobile Marketing- Mobile Inventory/channels- Location based; Context based; Coupons and offers, Mobile Apps, Mobile Commerce, SMS Campaigns-Profiling and targeting.

UNIT IV Social Media Marketing

Social media – meaning- Definition of Social Media Marketing - Blogging- Social networking- Video creation and sharing- Use of different social media platforms. Engagement Marketing-Building Customer relationships - Creating Loyalty drivers - Influencer Marketing.

UNIT V Digital Marketing Strategy

Competitor analysis- LSI (Latent Semantic Indexing) - online reputation management- App store optimization – Career opportunities in Digital Marketing.

MAPPING OF COs to PSOs

Course Outcomes	PSO1	PSO2	PSO3	PSO4	PSO5	PSO6	PSO7	PSO8	Cognitive Level					
									K1	K2	K3	K4	K5	K6
CO1		H	L	H	L		M	L	√	√				
CO2	L	L	L	H	L	M	H	L		√	√	√		√
CO3	L	H	M	H	L	M	H	L		√	√	√	√	
CO4	L	L	H	H	L	L	M	L		√	√	√		
CO5	M		M	H		M	L	L				√	√	
CO6	M	M	M	L	L								√	√

Reference Books:

1. Arunrajan Mishra and WK Sarwade, A textbook on E-commerce – Elsewhere publications
2. Elias M. Awad ,E-commerce from vision to fulfillment – PHI
3. Introduction to E-business-Management and Strategy-, Colin Combe- Sagew

WAREHOUSING AND INVENTORY MANAGEMENT

L	T	P	C
3	1	0	4

OBJECTIVES:

The primary objective of this module is to examine and explore the role and Importance of Warehousing and Inventory Management. It also focuses on how digital marketing can be utilized by organizations and how its Effectiveness can measured.

COURSE OUTCOMES:

CO 1: To describe the major types of Warehousing

CO 2: To identify the key security issues in the Inventory Management

CO 3: To explain the process that should be followed in Material Requirement Planning Costs associated with Inventories

CO 4: To identify and analyze the business models, business strategic

CO 5: Formulate and implement warehouse best practices and strategies

CO 6: Plan Warehouse and logistics operations for optimum utilization of resources

Unit I

Introduction to Warehousing -Types, Decisions and Operations, Selection of Location for a Warehouse, Layout of a Warehouse, Importance & Scope of Inventory Control, Types of Inventory, Inventory Control, Selective Inventory Control.

Unit II

Warehouse and Inventory Operations, Role of Warehouse in Distribution system, Using WMS for Managing Warehouse Operations. Basics, Documents, Receiving Scheduling, Unloading, Palletization, Stock Update, Location and Zone Management.

Unit III

Role of Inventory Management Importance of role of inventory, Inventory Management Systems, Replenishment of Inventory, Forecasting Techniques, Selective Inventory Control, Economic Order Quantity, Safety Stocks ,Inventory Management Systems - execution -Ratio Analysis on Inventory, Profit Margin.

Unit IV

Material Requirement Planning Costs associated with Inventories, Material Requirement Planning, Accounting for Inventories, Purpose of Inventory, Goods, Types of Goods, Finished Goods Inventories, General, Management of Inventory, Stocks Types of Stocks, Tracking the Paper Life.

Unit V

Inventory - Work-in-Process Inventories, Finished Goods & Spare Parts Inventories, Multi-Echelon Inventory Systems, Spare Parts Inventories, Use of Computers in Inventory Management Evaluation of Performance of Materials Function, Criteria and methodology of evaluation.

MAPPING OF COs to PSOs

Course Outcomes	PSO1	PSO2	PSO3	PSO4	PSO5	PSO6	PSO7	PSO8	Cognitive Level					
									K1	K2	K3	K4	K5	K6
CO1	L	H	L	H	L	L	M	L	√	√				√
CO2	L	M	H	H	H	M	H	L		√	√	√		√
CO3	L	M	M	M	L	M	H	L		√	√			
CO4		L	M	M	L	L	M	L		√	√	√		
CO5	M		M	H		M	L	L			√	√	√	
CO6	H	H	H				H	H			√	√	√	√

REFERENCE BOOKS:

1. Sunil Chopra and Peter Meindl, Supply Chain Management Pearson Education Asia, 3rd edition, 2007

SERVICES MARKETING

L	T	P	C
3	1	0	4

Course objective:

To give insights about the foundations of services marketing, customer expectations of services and gap existing in the service delivery processes and service Quality.

COURSE OUTCOMES:

CO 1: To appreciate the challenges faced by services marketing in comparison with the traditional concept of marketing environments

CO 2: To Appreciate the differences between marketing physical products and intangible services

CO 3: Recognize the challenges faced in services delivery as outlined in the services gap model

CO 4: Demonstrate knowledge of the extended marketing mix for services

CO 5: Specify, analyze and select markets for specific service products

CO 6: Prepare, communicate and justify marketing mixes and information systems

UNIT I INTRODUCTION

Introduction– Definition – Evolution and growth of service sector – Nature and Scope of Services – Difference between services and tangible products– Unique characteristics of services– Challenges and issues in Services Marketing.

UNIT II SERVICES MARKETING

Classification of services – Expanded marketing mix – Service marketing – Environment and trends – Assessing Service Market potential - Service market segmentation, targeting and positioning.

UNIT III SERVICE DESIGN AND DEVELOPMENT

Service Life Cycle – New service development – Service Blue Printing – GAP model of service quality – Measuring service quality – SERVQUAL – Service Quality function development.

UNIT IV SERVICE DELIVERY AND PROMOTION

Positioning of services – Designing service delivery System, Service Channel – Pricing of services, methods – Service marketing triangle – Managing demand, Managing supply, managing Demand and Supply of Service–Integrated Service marketing communication.

UNIT V SERVICE STRATEGIES

Service Marketing Strategies for Health – Hospitality – Tourism – Financial – Logistics– Educational – Marketing of Online Services– Entertainment & public utility Information technique Services.

MAPPING OF COs to PSOs

Course Outcomes	PSO1	PSO2	PSO3	PSO4	PSO5	PSO6	PSO7	PSO8	Cognitive Level					
									K1	K2	K3	K4	K5	K6
CO1	M	H	L	H	L	L	M	L	√	√				
CO2	L	M	L	H	L	M	H	L		√	√	√		√
CO3	L	H	H	M	L	M	H	L	√	√	√	√	√	√
CO4		L	H	H	L	L	M	L	√	√	√	√		
CO5	M	H	H	H		M	L	L	√	√		√	√	
CO6	L	L	L	M	M	H	M	H		√			√	√

TEXT BOOKS

1. lovelock, CH Service Marketing: Prentice Hall, London
2. Jha SM, Service Marketing: Himalaya Publishing House, New Delhi
3. R.Srinivasan, Service Marketing: The Indian Context, Third Edition

SUPPLY CHAIN MANAGEMENT

L	T	P	C
3	1	0	4

Course Objective:

The paper aims to educate students on stages of supply chain management and new opportunities in SCM

COURSE OUTCOMES:

CO 1: To Appreciate the challenges of SCM Activities

CO 2: To Appreciate the differences between Supply chain management and its Barriers

CO 3: Recognize the challenges faced in services of SCM

CO 4: Understand the fundamentals of elements and functions of supply chain

CO 5: To understand appraise and integrate various supply chain strategies

CO 6: To develop analytical and critical understanding & skills for planning, designing of supply chain

Unit I

SCM – Definition – objectives – Evolution - need-Issues involved in developing SCM Framework-Types. SCM activities - constituents - Organization.

Unit II

Supply chain Integration-Stages-Barriers to internal integration-Achieving Excellence in SCM-Dimensions of Supply Chain Excellence-Forces influencing SCE Emotions, Physical and Financial Supply Chains-Check list for Excellence.

Unit III

Purchasing and Supply Management-Introduction-importance Objectives purchasing process-purchasing & other functions-Purchasing and integrated logistics interfaces-Types of purchases-Purchasing partnerships-Materials sourcing-Just-in-time purchasing.

Unit IV

Outsourcing in SCM-Meaning need-outsourcing risks-outsourcing process outsourcing in SCM-New opportunities in SCM outsourcing-Myths of SCM outsourcing.

Unit V

Performance Measurement in SCM-Meaning-Advantages of performance measures-The benefits of performance measurement-Measuring SCM-Supplier performance measurement- Parameters choosing suppliers.

MAPPING OF COs to PSOs

Course Outcomes	PSO1	PSO2	PSO3	PSO4	PSO5	PSO6	PSO7	PSO8	Cognitive Level					
									K1	K2	K3	K4	K5	K6
CO1		H	L	H	L	L	M	L	√	√	√			√
CO2	L		H	H	H	M	H	L		√	√	√		√
CO3	L		M	H		M	H	L		√	√			
CO4	M	H		H	M	L	M	L		√		√		
CO5	M		M	H		M	L	L		√	√	√	√	
CO6					H	H	H	H	√				√	√

REFERENCE BOOKS

David J. Bloomberg, Stephen LeMay & : Logistics, Prentice-Hall of India Pvt Ltd., Joe B. Hanna New Delhi, 2003.

Donald J. Bowersox & David J. Closs : Logistical Management, Tata McGraw Hill Publishing Co. Ltd, New Delhi, 2004

Satish C. Ailawadi & Rakesh Singh : Logistics Management, Prentice-Hall of India Pvt Ltd., New Delhi, 2005

RETAIL SUPPLY CHAIN MANAGEMENT

L	T	P	C
3	1	0	4

Course Objective:

The paper aims to educate students on Retail Supply chain management

COURSE OUTCOMES:

CO 1: To Appreciate the challenges of Retail Supply Chain

CO 2: To Appreciate the differences between Retail Strategy and supply chains

CO 3: Recognize the challenges faced in Finance and retail supply chain

CO 4: Understand the functions of retail business and various retail formats and channels

CO 5: Analyze retail market and financial strategy including product pricing

CO 6: Integrate the various supply chain partners

Unit – I

Retail Supply chain: Definition – retail as a business – importance of customer segments Value chain – types or retail chain business – comparative advantages – CSR and retail industry.

Unit – II

Retail supply chain environment: drivers of retail supply chain change – globalization nature of demand – quality function deployment – retail supply chain risk – retail supply chain metrics.

Unit – III

Retail strategy and supply chains: Product life cycle – innovative and functional products – retail market segments – supply chain management excellence – skill requirements

Unit – IV

Retail supply chain process improvement: improvement approaches: PDCA, DMAIC, CPFR – supply chain collaboration – core competency – demand driven supply chain: tools and techniques – product tracking: Bar coding, RFID.

Unit – V

Finance and retail supply chain: Supply chain costs – root causes for cost – retail returns – Opportunities in retail returns

MAPPING OF COs to PSOs

Course Outcomes	PSO1	PSO2	PSO3	PSO4	PSO5	PSO6	PSO7	PSO8	Cognitive Level					
									K1	K2	K3	K4	K5	K6
CO1		H	L	H	L	L	M	L	√	√	√	√		
CO2	L	M	L	H	L	M	H	L		√	√	√		√
CO3	L	H		H	L	M	H	L		√	√	√	√	
CO4		L	H	H	L	L	M	L		√	√	√		
CO5	M		M	H		M	L	L	√	√	√	√	√	
CO6	H	H	H	H	H	L		L				√	√	√

References:

1. Swapana pradhan – Retailing Management
2. J. Lamba – The Art of Retailing
3. Barry Berman, Joel R Evans – Retail Management; A Strategic Approach

MAJOR PROJECT

L	T	P	C
0	3	9	6

Course Objectives:

- To work & gain knowledge of real time business environment.
- To explore the various functional areas and analyze how theoretical concepts taught are applied in real life situations.
- To analyze best practices, system, processes, procedures and policies of a different functional areas and bring forward the deviations.
- To develop skills in report writing through data collection, data analysis, data extraction, and presentation and draw lessons vis-à-vis firm or company

Course Objectives:

CO 1: To undergo an external field survey by choosing any industry (or) company (or) organization

CO 2: To train in drafting the formal report

CO 3: To improve the presentation skill among the students

CO 4: To develop the students thinking power

CO 5: To acquire the Field and industry knowledge

CO 6: To increase the Research Knowledge of the students

For BBA Degree Programme there shall be a Project Work during the sixth semester on a topic related to any issues in commerce/Business/Industry/vocational course. The Project work can be done either individually or by a group not exceeding five students

under the supervision and guidance of the teachers of the Department. The topics shall either be allotted by the supervising teacher or be selected by the students in consultation with the supervising teacher.

The project work shall have the following stages:

- Project proposal presentation and literature review
- Field work and data analysis
- Report writing and draft report presentation
- Final report submission

The report shall be printed and flexi paper binding with around 50 A4 size pages. The layout is:

Font : Times New Roman

Size : 12

Line Spacing : 1.5

Margin : Left - 1.5; Right-1; Top-1; Bottom-1

The project report should be submitted to the Department at least 15 days before the last working day of the sixth semester. The candidate shall prepare three copies of the report: two copies for submission to the Department and one copy for the student to bring at the time of viva-voce.

Structure of the Report

1. Title Pages
2. Certificate of the supervising Teacher with signature
3. Contents
4. List of Tables, Figures etc.
5. Chapter I- Introduction, Review of literature, Statement of the problem, Need and Significance of the study, Objectives of the study, Research Methodology (Sample, Data sources, Tools of analysis etc.), Limitations of the study, Presentation of the study (5-8 pages)
6. Chapter II- Theoretical Back Ground (10-15 pages)
7. Chapter III- Data Analysis and Interpretation (25-30 pages)
8. Chapter) IV Summary of Findings, Conclusion and Suggestions
9. Appendix: Questionnaire, Specimen copies of forms, other exhibits
10. Bibliography (Books, journal articles, website etc. used for the project work)(Written based on APA format)

Evaluation of the Report

- * A Board of two examiners appointed by the University shall evaluate the report.
 - ** A Viva voce based on the project report shall be conducted individually by the Board of Examiners.
 - ** The total credits for Project work is 6.
 - * The Maximum Marks for evaluation of the report shall be 100 distributed among the following components,
 - i) Statement of the problem 5
 - ii) Objectives of the study 5
 - iii) Review of literature 5
 - iv) Methodology 5
 - v) Analysis and Interpretation 10
 - vi) Presentation of the report 5
 - vii) Findings and suggestions 10
 - viii) Bibliography 5
 - ix) Viva-Voce 50
- Total 100

MAPPING OF COs to PSOs

Course Outcomes	PSO1	PSO2	PSO3	PSO4	PSO5	PSO6	PSO7	PSO8	Cognitive Level					
									K1	K2	K3	K4	K5	K6
CO1			L	H	L	L	M	L		√	√			√
CO2	L	M	L	H	L	M		L		√	√	√	√	√
CO3	L	H	M		L	M	H	L	√	√	√	√	√	
CO4	H		H	H	L	L	M	L		√	√	√		
CO5	M	H	M	H		M	L	L		√		√	√	
CO6	H	H	H	H	H	H	H	H		√	√		√	√