ALAGAPPAUNIVERSITY

(Accredited with A+ Grade by NAAC (CGPA: 3.64) in the Third Cycle),
Graded as Category-I University and granted autonomy by MHRD-UGC)

DIRECTORATE OF COLLABORATIVE PROGRAMMES

B.B.A. Shipping and Logistics

Regulations and Syllabus

[For those who join the Course in July 2023 and after]

CHOICE BASED CREDIT SYSTEM

847

BBA

Shipping & Logistics Management

GENERAL INSTRUCTIONS AND REGULATIONS

BBA Shipping and Logistics conducted by Alagappa University, Karaikudi, Tamil Nadu through its Collaborative Institution.

Applicable to all the candidates admitted from the academic year **2023** onwards.

1. **Eligibility:**
   A pass in Higher Secondary Examination (HSC) / or Equivalent, or an examination accepted as equivalent there to by the Syndicate for admission to **BBA Shipping and Logistics**
2. **For the Degree:**
   The candidates shall have subsequently undergone the prescribed programme of study in a institute for not less than three academic years, passed the examinations prescribed and fulfill such conditions as have been prescribed therefore.
3. **Admission:**
   Admission is based on the marks in the qualifying examination.
4. **Duration of the course:**
   The course shall extend over a period of **Three years** under Semester pattern.
5. **Standard of Passing and Award of Division:**
   a. Students shall have a minimum of 40% of total marks of the University examinations in each subject. The overall passing minimum is 40% both in aggregate of Continuous Internal Assessment and external in each subject.
   b. The minimum marks for passing in each theory / Lab course shall be 40% of the marks prescribed for the paper / lab.
   c. A candidate who secures 40% or more marks but less than 50% of the aggregate marks prescribed for three years taken together, shall be awarded **THIRD CLASS.**
   d. A candidate who secures 50% or more marks but less than 60% of the aggregate marks prescribed for three years taken together, shall be awarded **SECOND CLASS.**
   e. A candidate who secures 60% or more of the aggregate marks prescribed for three years taken together, shall be awarded **FIRST CLASS.**
   f. Only Part-III subjects were considered for the ranking.
   g. The Practical / Project shall be assessed by the two examiners, by an internal examiner and an external examiner.
6. **Continuous internal Assessment:**
   a. Continuous Internal Assessment for each paper shall be by means of Written Tests, Assignments, Class tests and Seminars
   b. **25 marks** allotted for the Continuous Internal assessment is distributed for Written Test, Assignment, Class test and Seminars.
   c. One Internal Tests of 2 hours duration may be conducted during the semester for each course / subject and the best marks may be considered and one Model Examination will be conducted at the end of the semester prior to University examination. Students may be asked to submit at least five assignments in each subject. They should also participate in Seminars conducted for each subject and marks allocated accordingly.
   d. Conduct of the continuous internal assessment shall be the responsibility of the concerned faculty.
   e. The continuous internal assessment marks are to be submitted to the University at the end of every year.

f. The valued answer papers/assignments should be given to the students after the valuation is over and they should be asked to check up and satisfy themselves about the marks they have scored.

g. All mark lists and other records connected with the continuous internal assessments should be in the safe custody of the institution for at least one year after the assessment.

7. Attendance:

Students must have earned 75% of attendance in each course for appearing for the examination.

Students who have earned 74% to 70% of attendance to be applied for condonation in the prescribed form with the prescribed fee.

Students who have earned 69% to 60% of attendance to be applied for condonation in the prescribed form with the prescribed fee along with the medical certificate.

Students who have below 60% of attendance are not eligible to appear for the examination. They shall re-do the semester(s) after completion of the programme.

8. Examination:

Candidate must complete course duration to appear for the university examination. Examination will be conducted with concurrence of Controller of Examinations as per the Alagappa University regulations. **University may send the representatives as the observer during examinations.** University Examination will be held at the end of the each semester for duration of 3 hours for each subject. Certificate will be issued as per the AU regulations. **Hall ticket will be issued to the 1st year candidates and upon submission of the list of enrolled students along with the prescribed course fee subsequent 2nd and 3rd year hall tickets will be issued.**

9. Question Paper pattern:

Maximum: 75 Marks Duration: 3Hours

Part A - Short answer questions with no choice : 10 x 02=20

Part B – Brief answer with either or type : 05 x 05=25

Part C- Essay – type questions of either or type : 03 x 10=30

10. Miscellaneous

a. Each student posses the prescribed text books for the subject as required for theory and practical classes.

b. Each student is issued with an identity card by the University to identify his / her admission to the course.

c. Students are provided library and internet facilities for development of their studies.

d. Students are to maintain the record of practicals conducted in the respective laboratory in a separate Practical Record Book and the same will have to be presented for review by the University examiner.

e. Students who successful complete the course within the stipulated period will be awarded the degree by the University.

f. The Internship / Project (any other viva-voce) where external examiner is assigned from the university, there may be changes in the exam dates as per the availability of the External Examiner.

11. Fee structure

Course fee shall be as prescribed by the University and 50% of the course fee should be disbursed to University. Special fees and other fees shall be as prescribed by the Institution and the fees structure must intimated to the University. Course fees should be only by Demand draft / NEFT and AU has right to revise the fees accordingly.

12. Other Regulations:

Besides the above, the common regulation of the University shall also be applicable to this programme.

13. Industrial Exposure:

The course being professional the students are required to undergo industrial exposure in the 6th Semester of the programme.

BBA (Shipping & Logistics Management) - 847										
Sem	**Part**	**Courses**	**Course Code**	**Title of The Paper**	**T/P**	**Cr**	**Hrs/ Week**	**Int**	**Ext**	**Total**
I	I	84711T/H/F/ M/ RU/ A/ S	T/OL	Tamil /Other Languages -I	T	3	6	25	75	100
	II	84712	E	General English - I	T	3	6	25	75	100
	III	84713	CC	Management Process	T	5	5	25	75	100
		84714	CC	Financial Accounting	T	5	5	25	75	100
		84715	Allied	Mathematics for Management-I	T	4	4	25	75	100
	IV	84716	SEC –I	Value Education	T	2	2	25	75	100
				Library			2			
				Total		**22**	**30**	**150**	**450**	**600**
II	I	84721T/H/F/ M/ TU/ A/ S	T/OL	Tamil/Other Languages-II	T	3	6	25	75	100
	II	84722	E	General English - II	T	3	6	25	75	100
	III	84723	CC	Financial Management	T	5	5	25	75	100
		84724	CC	Economics for Executives	T	5	5	25	75	100
		84725	Allied	Mathematics for Management-II	T	4	4	25	75	100
	IV	84726	SEC –II	Environmental Studies	T	2	2	25	75	100
				Library			2			
				Total		**22**	**30**	**150**	**450**	**600**
III	I	84731T/ H/ F/M/RU/A/S	T/OL	Tamil/Other Languages-III	T	3	3	25	75	100
	II	84732	E	General English - III	T	3	3	25	75	100
	III	84733	CC	Fundamentals of Logistics	T	5	5	25	75	100
		84734	CC	Introduction to Shipping	T	5	5	25	75	100
		84735	CC	Marketing Management	T	5	5	25	75	100
		84736A 84736B	Allied	Constitution of India/ Taxation Law & Practice	T	4	5	25	75	100
	IV	84737	SEC –III	Entrepreneurship	T	2	2	25	75	100
		84738A 84738B	NME-I	1. Small Business Management 2. Adipadai Tamil	T P	2	2	25	75	100
				Total		**29**	**30**	**200**	**600**	**800**
IV	I	84741T/H/F/ M/TU/A/S	T/OL	Tamil/Other Languages-IV	T	3	3	25	75	100
	II	84742	E	General English - IV	T	3	3	25	75	100
	III	84743	CC	Human Resource Management	T	5	5	25	75	100
		84744	CC	Port Management	T	5	5	25	75	100
		84745	CC	Liner Trade	T	5	5	25	75	100
		84746	CC	Industry Visit	I	2	3	25	75	100
		84747A 84747B	Allied	Retail Logistics/ International Business Management	T	4	4	25	75	100
	IV	84748A 84748B	NME-II	1. Business Communication 2. Advance Tamil	P T	2	2	25	75	100
				Total		**29**	**30**	**200**	**600**	**800**
V	III	84751	CC	Customs Law	T	5	5	25	75	100
		84752	CC	Warehousing and Inventory Management	T	5	5	25	75	100
		84753	DSE I	Transportation & Distribution Management	T	4	4	25	75	100
		84754	DSE II	Organisational Behaviour	T	4	4	25	75	100
		84755	DSE III	E – Logistics	T	4	4	25	75	100
		84756	DSE IV	Business Application Software	P	4	4	25	75	100
			Others	Library / /Yoga etc			4	-	-	-
				Total		**26**	**30**	**150**	**450**	**600**
VI	III	84761		Internship & Project Viva Voce	I	12	30	50	150	200
		Total				**12**	**30**	**50**	**150**	**200**
		Grand Total				**140**	**180**	**900**	**2700**	**3600**

I – Semester					
Core	**Course Code: 84713**	**Management Process**	**T**	**Credits: 5**	**Hours: 5**
Pre – requisite	To understand the modern trends in Management Process.		**Syllabus revised**		**2023 - 24**
Course Objectives	1. To enable the students to study the evolution of Management, to study the functions, principles of management and to learn the application of the principles in an organization. 2. To provide the students with an understanding of what the job of a manager involves. 3. The course will help the students to understand the importance of information in business activities. 4. The course will help the students to understand the process of decision making.				
Unit – I	Business - Meaning - Business and Profession, Requirements of a successful business. Organization Meaning - Importance of business organisation. Forms of business Organization- Sole traders, Partnership, Joint Hindu family firm - Joint Stock Companies - Cooperative Organisations – Public Utilities and Public Enterprises.				
Unit - II	Nature and Scope of Management process –Definitions of Management. Management: a Science or an art? - Scientific Management - Managerial functions and roles – The evolution of Management Theory.				
Unit – III	Planning: meaning and purpose of planning - steps in planning - types of planning. Objectives and Policies - Decision making: Process of Decision making - types of Decisions.				
Unit – IV	Organising: Types of organisation - Organisational structure - span of control – use of staff units and committees. Delegation: Delegation and centralisation - Line and Staff relationship. Staffing: Sources of recruitment - Selection process - training.				
Unit - V	Directing: Nature and purpose of Directing. Controlling: Need for co-ordination - meaning and importance of controls - control process - Budgetary and non-Budgetary controls - Modern trends in Management Process - case studies.				

References:

1. Management Process and Organizational Behaviour - Karam Pal
2. Principles of Business organization and Management– P.N. REDDY
3. Principles of Management–L.M. Prasad
4. Business Management– DinkarPagare
5. Business Organisation-Bhushan Y.K.
6. Business Management, C.B. Gupta
7. Business Management, J. Jayasankar, Margham Publications, Chennai
8. Management, Harold Koontz and Heinz Weihrich

Related Online Content: 1.https://www.studocu.com/in/document/indira-gandhi-national-open-university/b-com-accounting-and-finance/management-process-notes
2.https://www.upgrad.com/blog/management-process-explained

Course Outcomes		Knowledge Level
CO – 1	The nature and types of business organizations	K2
CO – 2	Principles & functions of Management	K2
CO – 3	Process of decision making	K3
CO – 4	Modern trends in management process.	K4
CO – 5	The students obtain specific knowledge in area such as planning, organizing, staffing, directing and controlling.	K5

Mapping Course Outcome VS Programme Outcomes

CO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10
CO1	S (3)	S (3)	L (1)	M (2)	L (1)	S (3)	L (1)	M (2)	L (1)	L (1)
CO2	L (1)	L (1)	M (2)	L (1)	L (1)	S (3)	L (1)	M (2)	L (1)	L (1)
CO3	M (2)	M (2)	L (1)	L (1)	M (2)	S (3)	M (2)	M (2)	M (2)	L (1)
CO4	M (2)	M (2)	M (2)	L (1)	M (2)	S (3)	M (2)	M (2)	M (2)	L (1)
CO5	M (2)	L (1)	M (2)	L (1)	M (2)	S (3)	M (2)	M (2)	M (2)	L (1)
W.AV	**2**	**1.6**	**1.5**	**1.2**	**1.6**	**3**	**1.6**	**2**	**1.6**	**1**

S – Strong (3), M – Medium (2), L – Low (1)

Mapping Course Outcome VS Programme Specific Outcomes

CO	PSO1	PSO2	PSO3	PSO4	PSO5
CO1	S (3)	S (3)	M (2)	L (1)	L (1)
CO2	M (2)	M (2)	M (2)	M (2)	M (2)
CO3	M (2)	M (2)	M (2)	L (1)	M (2)
CO4	M (2)	L (1)	M (2)	S (3)	M (2)
CO5	M (2)	L (1)	M (2)	S (3)	M (2)
W.AV	**2**	**1.8**	**2**	**2**	**1.8**

S – Strong (3), M – Medium (2), L – Low (1)

I – Semester					
Core	**Course Code: 84714**	**Financial Accounting**	**T**	**Credits: 5**	**Hours: 5**
Pre – requisite	To prepare comprehensive journal and ledger accounts		**Syllabus revised**		**2023 - 24**
Course Objectives	1. To establish a solid understanding of basic accounting concepts and principles that form the foundation of financial recording and reporting. 2. To grasp how financial accounting focuses on external reporting while management accounting aids internal decision-making. 3. To develop the skills to prepare comprehensive journal and ledger accounts, ensuring the integrity and completeness of financial records. 4. To develop the ability to prepare trial balances, profit and loss accounts, and balance sheets, facilitating accurate financial reporting. 5. To be proficient in handling adjustments related to depreciation and incomplete records, ensuring accurate representation of financial positions.				
Unit – I	Basic Accounting concepts - Kinds of Accounts – Financial Accounting vs. Cost Accounting - Financial Accounting vs. Management Accounting -Double Entry Book Keeping – Rules of Double Entry System – Preparation of Journal and Ledger Accounts- problems - Subsidiary books - cash book – types of cash book - problems - purchase book - sales book - sales return and purchase return books.				
Unit - II	Trial balance - Errors – types of errors - Rectification of errors – problems – Bank reconciliation statement – problems.				
Unit – III	Manufacturing - Trading - Profit & Loss Account - Balance sheet. – Problems with simple adjustments.				
Unit – IV	Accounting for non-trading institutions-Income & Expenditure Account- Receipts and payment Accounts and Balance sheet - Accounting for depreciation – methods of depreciation – problems (straight line method and written down value method only)				
Unit - V	Preparation of accounts from incomplete records. (Theory and problems may be in the ratio of 20% and 80%respectively)				

References:

1. Grewal, T.S. : Double Entry Book Keeping
2. Jain and Narang : Advanced Accountancy
3. Shukla and Grewal : Advanced Accountancy
4. Gupta and Radhaswamy : Advanced Accountancy
5. Gupta R.L. : Advanced Accountancy

Related Online Content: 1. https://www.civilserviceindia.com/subject/Management/notes/financial-accounting.html2. https://www.studeersnel.nl/nl/document/universiteit-van-amsterdam/principles-of-economics-and-business-1/financial-accounting-1-notes/43275075

Course Outcomes		Knowledge Level
CO – 1	Participants are well-equipped to navigate various accounting terminology and concepts, establishing a solid groundwork for further learning and application.	K2
CO – 2	Organizations benefit from improved decision-making processes based on timely access to meaningful financial data and insights.	K2
CO – 3	Proficiency in preparing journal and ledger accounts ensures that financial transactions are accurately recorded, categorized, and classified.	K3
CO – 4	Skill in preparing trial balances, profit and loss accounts, and balance sheets leads to accurate and comprehensive financial reporting.	K4
CO – 5	Organizations maintain compliance with accounting standards and regulations while conveying a realistic picture of their financial positions.	K5

Mapping Course Outcome VS Programme Outcomes

CO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10
CO1	S (3)	S (3)	L (1)	M (2)	L (1)	S (3)	L (1)	M (2)	L (1)	L (1)
CO2	L (1)	L (1)	M (2)	L (1)	L (1)	S (3)	L (1)	M (2)	L (1)	L (1)
CO3	M (2)	M (2)	L (1)	L (1)	M (2)	S (3)	M (2)	M (2)	M (2)	L (1)
CO4	M (2)	M (2)	M (2)	L (1)	M (2)	S (3)	M (2)	M (2)	M (2)	L (1)
CO5	L (1)	S (3)	S (3)	L (1)	M (2)	S (3)	M (2)	M (2)	M (2)	L (1)
W.AV	**1.8**	**2.2**	**1.8**	**1.2**	**1.6**	**3**	**1.6**	**2**	**1.6**	**1**

S – Strong (3), M – Medium (2), L – Low (1)

Mapping Course Outcome VS Programme Specific Outcomes

CO	PSO1	PSO2	PSO3	PSO4	PSO5
CO1	S (3)	S (3)	M (2)	L (1)	L (1)
CO2	M (2)	M (2)	M (2)	M (2)	M (2)
CO3	M (2)	M (2)	M (2)	L (1)	M (2)
CO4	M (2)	L (1)	M (2)	S (3)	M (2)
CO5	M (2)	L (1)	M (2)	S (3)	M (2)
W.AV	**2**	**1.8**	**2**	**2**	**1.8**

S – Strong (3), M – Medium (2), L – Low (1)

I – Semester					
Allied	**Course Code: 84715**	**Mathematics for Management - I**	**T**	**Credits: 4**	**Hours: 4**
Pre – requisite	To study the analysis of time series.		**Syllabus revised**		**2023 - 24**
Course Objectives	1. To make the students to understand the process of solving mathematics. 2. Interpret the final results and to train the students to apply the mathematical skill. 3. Statistical tools and techniques while solving business problems in their career. 4. The course will also serve as a prerequisite for post graduate and specialized studies and research.				
Unit – I	Sets and set operation - Venn Diagrams - Elements of Co-ordinate system. Matrices, Fundamental ideas about matrices and their operational rules – Matrix multiplication - Inversion of square matrices of not more than 3rd order- solving system of simultaneous liner equations.				
Unit - II	Mathematics of Finance and series simple and compound interest – Arithmetic progression - Geometric progression (Simple problems only).				
Unit – III	Meaning and Definitions of Statistics - Scope and Limitations. Statistical enquiries - Scope of the problem - Methods to be employed types of enquiries - Presentation of data by Diagrammatic and Graphical Method - Formation of Frequency Distribution.				
Unit – IV	Measures of Central tendency - Arithmetic Mean, Median, Mode, Geometric and Harmonic mean, Measures of variation and standard, mean and quartile deviations - Skewness and Kurtoses Lorenx curve, Simple Correlation - Scatter diagram – Karl Pearson's Co-efficient of correlation – Rank correlation - Regression lines.				
Unit - V	Analysis of Time Series: Methods of Measuring - Trend and Seasonal variations - Index number - Unweighted indices - Consumers price and cost of living indices. (Questions in theory and problems carry 30% and 70% marks respectively)				

References:

1. Sundaresan and Jayaseelan-An Introduction to Business Mathematics and Statistical Methods
2. Gupta S.P. –Statistical Methods
3. Navaneethan P.-Business Mathematics
4. Statistics-R.S.N. Pillai, Mrs. Bhagavathi
5. P.R. Vittal-BusinessMathematics and Statistics.

Related Online Content : 1.https://www.studocu.com/in/document/bharathiar-university/bba/07-abbad-15-bba-mathematics-for-management/22511399
2.https://www.studocu.com/row/document/kca-university/bachelor-of-business-and-information-technology/management-mathematics-i-module-1/27943703

Course Outcomes		Knowledge Level
CO – 1	Solve systems of linear equations by use of the matrix	K2
CO – 2	Apply the concept of mathematics for finance.	K2
CO – 3	Statistical tools and their applications.	K3
CO – 4	Summarize a regression analysis.	K4
CO – 5	Compute and interpret the coefficient of correlation.	K5

Mapping Course Outcome VS Programme Outcomes

CO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10
CO1	S (3)	S (3)	L (1)	M (2)	L (1)	S (3)	L (1)	M (2)	L (1)	L (1)
CO2	L (1)	L (1)	M (2)	L (1)	L (1)	S (3)	L (1)	M (2)	L (1)	L (1)
CO3	M (2)	M (2)	L (1)	L (1)	M (2)	S (3)	M (2)	M (2)	M (2)	L (1)
CO4	M (2)	M (2)	M (2)	L (1)	M (2)	S (3)	M (2)	M (2)	M (2)	L (1)
CO5	L (1)	M (2)	L (1)	-	M (2)	S (3)	M (2)	M (2)	M (2)	L (1)
W.AV	**1.8**	**2**	**1.4**	**1**	**1.6**	**3**	**1.6**	**2**	**1.6**	**1**

S – Strong (3), M – Medium (2), L – Low (1)

Mapping Course Outcome VS ProgrammeSpecific Outcomes

CO	PSO1	PSO2	PSO3	PSO4	PSO5
CO1	S (3)	S (3)	M (2)	L (1)	L (1)
CO2	M (2)	M (2)	M (2)	M (2)	M (2)
CO3	M (2)	M (2)	M (2)	L (1)	M (2)
CO4	M (2)	L (1)	M (2)	S (3)	M (2)
CO5	M (2)	L (1)	M (2)	S (3)	M (2)
W.AV	**2**	**1.8**	**2**	**2**	**1.8**

S – Strong (3), M – Medium (2), L – Low (1)

II – Semester					
Core	**Course Code: 84723**	**Financial Management**	**T**	**Credits: 5**	**Hours: 5**
Pre – requisite	To take decision on finance and investments.		**Syllabus revised**		**2023 - 24**
Course Objectives	1. To understand the role of financial manager in business. 2. To develop knowledge on various sources of finance. 3. To know the significance of time value of money in decision making. 4. To develop an ability to make certain important decisions relating to capital budgeting, cost of capital, capital structure, and working capital management for effective utilization of resources				
Unit – I	Finance Functions: Meaning - Definition and scope of finance functions - Objectives of Financial management - profit maximization and wealth maximisation. Sources of Finance - Short term - Bank sources – Long term - Shares - debentures, preferred stock - debt. (Theory Only)				
Unit - II	Financing Decision: Cost of Capital - Cost of Specific Sources of capital - Equity - preferred stock debt - reserves - weighted average cost of capital, Operating Leverage and Financial Leverage. (Problem & Theory questions)				
Unit – III	Capital Structure - Factors influencing capital structure – optimal capital structure - Dividend and Dividend policy: Meaning, classification - sources available for dividends - Dividend policy general, determinants of dividend policy. (Theory Only)				
Unit – IV	Working capital management: Working capital management - concepts - importance - Determinants of Working capital. Cash Management: Motives for holding cash - Objectives and Strategies of cash management. Receivables Management: Objectives - Cost of Credit Extension, benefits - credit policies - credit terms - collection policies. (Theory Only)				
Unit - V	Capital budgeting-meaning-objectives-preparation of various types capital budgeting. (Theory carries 80 Marks, Problems carry 20 Marks).				

References:

1. P.V. Kulkarni - Financial Management
2. Khan and Jain - Financial Management - A Conceptual Approach
3. M. Pandey - Financial Management
4. S.N. Maheswari - Management Accounting

Related Online Content : 1. https://www.studocu.com/in/document/mahatma-gandhi-university/financial-management/financial-management-lecture-notes-1-3/7368379

Course Outcomes		Knowledge Level
CO – 1	To learn about basic concepts of Finance Functions, Cost of capital, Capital structure, Capital Budgeting and Working capital management.	K2
CO – 2	To gain a knowledge on availability of various sources of finance and markets for raising of funds.	K2
CO – 3	To evaluate the long term and short term investment decisions	K3
CO – 4	To Evaluate the financing decisions by using different techniques of valuation.	K4
CO – 5	To evaluate the dividend Decisions in relation to wealth maximization.	K5

Mapping Course Outcome VS Programme Outcomes

CO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10
CO1	S (3)	M (2)	L (1)	M (2)	L (1)	M (2)	S (3)	M (2)	L (1)	L (1)
CO2	L (1)	S (3)	M (2)	L (1)	L (1)	S (3)	S (3)	M (2)	L (1)	L (1)
CO3	M (2)	S (3)	L (1)	L (1)	M (2)	S (3)	S (3)	M (2)	M (2)	L (1)
CO4	M (2)	S (3)	M (2)	L (1)	M (2)	S (3)	S (3)	M (2)	M (2)	L (1)
CO5	L (1)	S (3)	L (1)	L (1)	M (2)	S (3)	S (3)	M (2)	M (2)	L (1)
W.AV	**1.8**	**2.8**	**1.4**	**1.2**	**1.6**	**2.8**	**3**	**2**	**1.6**	**1**

S – Strong (3), M – Medium (2), L – Low (1)

Mapping Course Outcome VS ProgrammeSpecific Outcomes

CO	PSO1	PSO2	PSO3	PSO4	PSO5
CO1	S (3)	S (3)	M (2)	L (1)	L (1)
CO2	M (2)	M (2)	M (2)	M (2)	M (2)
CO3	M (2)	M (2)	M (2)	L (1)	M (2)
CO4	M (2)	L (1)	M (2)	S (3)	M (2)
CO5	M (2)	L (1)	M (2)	S (3)	M (2)
W.AV	**2**	**1.8**	**2**	**2**	**1.8**

S – Strong (3), M – Medium (2), L – Low (1)

II – Semester					
Core	**Course Code: 84724**	**Economics for Executives**	**T**	**Credits: 5**	**Hours: 5**
Pre – requisite	To apply the concepts and principles to a variety of economic situations		**Syllabus revised**		**2023 - 24**
Course Objectives	1. This is an introduction to economic analysis, with particular application to decision making in business 2. The effects of policy on the broader economic environment in which business decisions must be made. 3. This course is to help students learn and understand these concepts and principles. 4. The goal of this course is to develop the skills necessary to make optimal managerial decisions.				
Unit – I	Objectives of business firms - Profit Maximization - Social responsibilities - Demand analysis - Law of Demand - Elasticity of demand.				
Unit - II	Production function - Factors of production - Laws of diminishing returns and Law of variable proportions - Economics of Scale – Cost and Revenue Curves - Break - even-point analysis.				
Unit – III	Market structure and prices - Pricing under perfect Competition - Pricing under Monopoly - Price discrimination - Pricing under Monopolistic competition - Oligopoly.				
Unit – IV	Pricing under factors of production; wages - Marginal productivity theory - Interest - Keyne's Liquidity preference theory – Theories of Profit - Dynamic theory of Profit - Risk Theory - Uncertainty theory.				
Unit - V	Government and Business - Performance of public enterprises in India - Price policy in public utilities, Government measures to control Monopoly in India - MRTP Act.				

References:

1. Sankaran - Business Economics
2. Markar Et al - Business Economics
3. Sundaram K.P &Sundaram E - Business Economics.
4. Paul A. Samuelson, Economics,McGraw Hill
5. Yogesh Maheshwari, Managerial Economics, PHI
6. Managerial Economics, Varshney and Maheswari
7. Managerial Economics, Samuel C.Liebb

Related Online Content : https://www.studocu.com/row/document/azerbaycan-dovlet-iqtisad-universiteti/business-and-management/lecture-notes-on-managerial-economics/6061597

Course Outcomes		Knowledge Level
CO – 1	Students will establish a solid grasp of fundamental economic concepts and principles	K2
CO – 2	Students will recognize and evaluate the influence of policies on the broader economic landscape	K2
CO – 3	Students will proficiently apply economic concepts and principles to diverse economic scenarios	K3
CO – 4	Students will develop the capability to make well-informed managerial decisions by integrating economic insights	K4
CO – 5	Students will refine their analytical skills	K5

Mapping Course Outcome VS Programme Outcomes

CO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10
CO1	S (3)	S (3)	L (1)	M (2)	L (1)	S (3)	L (1)	M (2)	L (1)	L (1)
CO2	L (1)	L (1)	M (2)	L (1)	L (1)	S (3)	L (1)	M (2)	L (1)	L (1)
CO3	M (2)	M (2)	L (1)	L (1)	M (2)	S (3)	M (2)	M (2)	M (2)	L (1)
CO4	M (2)	M (2)	M (2)	L (1)	M (2)	S (3)	M (2)	M (2)	M (2)	L (1)
CO5	L (1)	L (1)	-	L (1)	M (2)	S (3)	M (2)	M (2)	M (2)	L (1)
W.AV	**1.8**	**1.6**	**1.2**	**1.2**	**1.6**	**3**	**1.6**	**2**	**1.6**	**1**

S – Strong (3), M – Medium (2), L – Low (1)

Mapping Course Outcome VS ProgrammeSpecific Outcomes

CO	PSO1	PSO2	PSO3	PSO4	PSO5
CO1	S (3)	S (3)	M (2)	L (1)	L (1)
CO2	M (2)	M (2)	M (2)	M (2)	M (2)
CO3	M (2)	M (2)	M (2)	L (1)	M (2)
CO4	M (2)	L (1)	M (2)	S (3)	M (2)
CO5	M (2)	L (1)	M (2)	S (3)	M (2)
W.AV	**2**	**1.8**	**2**	**2**	**1.8**

S – Strong (3), M – Medium (2), L – Low (1)

II – Semester					
Allied/GEC	**Course Code: 84725**	**Mathematics for Management - II**	**T**	**Credits: 4**	**Hours: 4**
Pre – requisite	To gain knowledge about various concepts of Operations Research		**Syllabus revised**		**2023 - 24**
Course Objectives	1. The main objective of this course is to make the students to identify and develop operation research models 2. Train them to apply the operations research tools that are needed to solve optimization problems. 3. To understand the games theory 4. To study the CPM and PERT.				
Unit – I	Introduction to Operations Research - Meaning - Scope – Models - Limitation. Linear Programming - Formulation – Application in Management decision making (Graphical method only).				
Unit - II	Transportation (non-degenerate only) - Assignment problems - Simple Problems only				
Unit – III	Game Theory: Queuing theory - Graphical Solution – mx2 and 2xn type. Solving game by Dominance property - fundamentals - Simple problems only. Replacement problem – Replacement of equipment that detoriates gradually (value of money does not change with time).				
Unit – IV	CPM - Principles - Construction of Network for projects – Types of Floats – Slack-crash programme.				
Unit - V	PERT - Time scale analysis - critical path - probability of completion of project - Advantages and Limitations. Note: Theory and problem shall be distributed at 20% and 80% respectively.				

References:

1. KantiSwarup, Gupta R.K. - Operations Research
2. P.R. Vittal - Operations Research
3. Gupta S.P. - Statistical Methods.

Related Online Content:https://www.studocu.com/in/document/bharathiar-university/bba/07-abbad-15-bba-mathematics-for-management/22511399

Course Outcomes		Knowledge Level
CO – 1	Define and formulate linear programming problems and evaluate their applications	K2
CO – 2	To understand concepts and terminology of Linear Programming from formulation of mathematical models to their optimization using Simplex Method	K2
CO – 3	To comprehend the concept of a Transportation Model and develop the initial solution and optimality checking of the solution	K3
CO – 4	To apply the strategies of game theory and to make better decisions while solving business problems	K4
CO – 5	Use critical path analysis and programming evaluation and review techniques for timely project scheduling and completion.	K5

Mapping Course Outcome VS Programme Outcomes

CO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10
CO1	S (3)	S (3)	L (1)	M (2)	L (1)	S (3)	L (1)	M (2)	L (1)	L (1)
CO2	L (1)	L (1)	M (2)	L (1)	L (1)	S (3)	L (1)	M (2)	L (1)	L (1)
CO3	M (2)	M (2)	L (1)	L (1)	M (2)	S (3)	M (2)	M (2)	M (2)	L (1)
CO4	M (2)	M (2)	M (2)	L (1)	M (2)	S (3)	M (2)	M (2)	M (2)	L (1)
CO5	L (1)	L (1)	-	L (1)	M (2)	S (3)	M (2)	M (2)	M (2)	L (1)
W.AV	**1.8**	**1.6**	**1.2**	**1.2**	**1.6**	**3**	**1.6**	**2**	**1.6**	**1**

S – Strong (3), M – Medium (2), L – Low (1)

Mapping Course Outcome VS ProgrammeSpecific Outcomes

CO	PSO1	PSO2	PSO3	PSO4	PSO5
CO1	S (3)	S (3)	M (2)	L (1)	L (1)
CO2	M (2)	M (2)	M (2)	M (2)	M (2)
CO3	M (2)	M (2)	M (2)	L (1)	M (2)
CO4	M (2)	L (1)	M (2)	S (3)	M (2)
CO5	M (2)	L (1)	M (2)	S (3)	M (2)
W.AV	**2**	**1.8**	**2**	**2**	**1.8**

S – Strong (3), M – Medium (2), L – Low (1)

III – Semester					
Core	**Course Code: 84733**	**Fundamentals of Logistics**	**T**	**Credits: 5**	**Hours: 5**
Pre – requisite	**Basic Knowledge of Logistics**		**Syllabus revised**		**2023 - 24**
Course Objectives	1. The aim of this Lesson is to introduce to Logistics role in Economy / organizations in terms of effective logistics service to the customers. 2. To offer wide knowledge on the fundamentals of logistics business 3. The student is expected to understand the overall logistics services and during this process, he learns to plan / implement / control / cost effectiveness and storage. Thus, fulfilling the objectives of Logistics				
Unit – I	Logistics Role in the Economy/Organization - Definition of Logistics-Objectives of Logistics- Functions of Logistics. Logistics and Customer Service - Definition of Customer Service Elements of Customer Service-Phases in Customer Service-Customer Retention				
Unit - II	Procurement and Outsourcing - Definition of Procurement/Outsourcing-Benefits of Logistics Outsourcing-Critical Issues in Logistics Outsourcing. Inventory Role and Importance of Inventory - Introduction-Role of Inventory-Importance of Inventory-Functions of Inventory Costs for holding Inventory-Reasons for Carrying Inventories-Inventory Levels-Need for Inventory Control. Inventory Management - Characteristics of Inventory-Need for Inventory and its Control-Importance of Inventory Management in Supply Chain-Types of Inventory-Types of Selective Inventory Control Techniques-Inventory Planning Models-Improvement Inventory Management				
Unit – III	Materials Management - Objectives of materials management-Materials Planning-Purchasing- Basic Materials of Material Handling-Types of Material Handling Equipments-LASH Transportation - Participants in Transportation Decisions-Modes of Transportation-Factors Influencing Transport Economics-Documents in Transport Decision Making. Warehousing/Distribution - Functions of Warehouse-Benefits of Warehouse-Service Warehousing Alternatives-Warehouse Site Selection- Factors while initiating Warehouse Operations-Warehouse Management Systems				
Unit – IV	Packing and Materials Handling - Functions of Packaging-Communication-Packaging Cost Types of Packaging Material-Unitization-Containerization-Designing a Package-Factors affecting choice of Packaging Materials				
Unit - V	Global Logistics - Global Supply Chain-Organizing for Global Logistics-Strategic Issues in Global Logistics-Forces driving Globalization-Modes of Transportation in Global Logistics Barriers to Global Logistics-Markets and Competition. Logistics Strategy - Requirements for an Effective Logistics Strategy - Strategic Logistics Planning - Implementation of Strategy. Logistics Information Systems - Functions of Logistics Information System (LIS)-LIS Flow RFID Principles of Logistics Information Organization for Effective Logistics Performance - Centralized and Decentralized Structures-Stages of Functional Aggregation in Organization. Financial Issues in Logistics Performance - Supply Chain Performance Measures-Steps in ABC Costing-Financial Gap Analysis. Integrated Logistics - Need for Integration-Activity Centers in Integrated Logistics. Role of 3PL&4PL - Principles of LIS				

References:

1. Fundamentals of Logistics Management (The Irwin/Mcgraw-Hill Series in Marketing), Douglas Lambert, James R Stock, Lisa M. Ellram, McGraw-hill/Irwin, First Edition, 1998.
2. Vinod V. Sople (2009) Logistic Management (2nd Edn.) Pearson Limited.
3. Logistics Management For International Business: Text And Cases, Sudalaimuthu& S. Anthony Raj, PHI Learning, First Edition, 2009.
4. Fundamentals of Logistics Management, David Grant, Douglas M. Lambert, James R.Stock, Lisa M. Ellram, McGraw Hill Higher Education, 1997.
5. Logistics Management, Ismail Reji, Excel Book, First Edition, 2008.

Related Online Content: 1.https://www.academia.edu/28439603/FUNDAMENTALS_OF_LOGISTICS_ 2. https://docplayer.net/17885150-Fundamentals-of-logistics.html		
Course Outcomes		Knowledge Level
CO – 1	The student gets wider knowledge about Logistics Fundamentals	K2
CO – 2	The student learns to plan /implement/ control/cost effectiveness and storage.	K2
CO – 3	Obtain Various Knowledge relevant to Shipping Intermediaries	K3
CO – 4	Brief Knowledge about the Packing and Material Handling	K4
CO – 5	The Student Understand about overall Logistics Services.	K5

Mapping Course Outcome VS Programme Outcomes

CO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10
CO1	S (3)	S (3)	L (1)	M (2)	L (1)	S (3)	L (1)	M (2)	L (1)	L (1)
CO2	L (1)	L (1)	M (2)	L (1)	L (1)	S (3)	L (1)	M (2)	L (1)	L (1)
CO3	M (2)	M (2)	L (1)	L (1)	M (2)	S (3)	M (2)	M (2)	M (2)	L (1)
CO4	M (2)	M (2)	M (2)	L (1)	M (2)	S (3)	M (2)	M (2)	M (2)	L (1)
CO5	L (1)	L (1)	-	L (1)	M (2)	S (3)	M (2)	M (2)	M (2)	L (1)
W.AV	**1.8**	**1.6**	**1.2**	**1.2**	**1.6**	**3**	**1.6**	**2**	**1.6**	**1**

S – Strong (3), M – Medium (2), L – Low (1)

Mapping Course Outcome VS ProgrammeSpecific Outcomes

CO	PSO1	PSO2	PSO3	PSO4	PSO5
CO1	S (3)	S (3)	M (2)	L (1)	L (1)
CO2	M (2)	M (2)	M (2)	M (2)	M (2)
CO3	M (2)	M (2)	M (2)	L (1)	M (2)
CO4	M (2)	L (1)	M (2)	S (3)	M (2)
CO5	M (2)	L (1)	M (2)	S (3)	M (2)
W.AV	**2**	**1.8**	**2**	**2**	**1.8**

S – Strong (3), M – Medium (2), L – Low (1)

III – Semester					
Core	**Course Code: 84734**	**Introduction to Shipping**	**T**	**Credits: 5**	**Hours: 5**
Pre – requisite	To learn the Expertise in Maritime Trade and Documentation		**Syllabus revised**		**2023 - 24**
Course Objectives	1. To comprehensive understand the Shipping Business 2. To learn the Proficiency in Chartering and Commercial Operations 3. To understand the Insight into Shipping Management and Maritime Geography 4. To understand the Financial and Legal Competence in Shipping				
Unit – I	The reasons for Sea Transport – Introduction – Why Ships – Different Shipping markets – Who Trades - Conclusion. The Supply of Ships – Brief History – Supply of Shipping – Why operate Ships – Protectionism – Ship Registration – Port State Control – Ship Classification				
Unit - II	The Ship – Tonnage & Load lines – Types of Ships The Dry Cargo Chartering market – Introduction – Chartering – Chartering Negotiations				
Unit – III	Liners – Introduction – The Development of Tankers & the Tanker Market – Types of tankers – Tanker Charter Parties - Negotiating Charter. Brief History of Liners – Containerization – Conferences & Freight Tariffs – Liner Documentation - Bill of Lading Terms & Conditions				
Unit – IV	The Practitioners in Shipping Business – The Institute of Chartered Ship Brokers – Ship Sale & Purchase – Ship Management. Maritime Geography – Introduction – Ocean & Seas – Ports – Geography of trade				
Unit - V	Accounts – Introduction – Accounting – Capital – Credit- management accounting – Cash Flow- Costs – Different types of Companies- Exchange Rates- Company accounts Law of Carriage – Introduction – Fundamentals of English Law – Arbitration – The Contract – Remedies for breach of Contract – TORT- Contracts Relating to the carriage of goods by sea – Liner Bill of Lading – the Hague Visby Rules – Hamburg rules – Agency- Breach of Warranty of Authority – Protection & Indemnity Associations				

References:

1. Introduction to Shipping, Institute Of Chartered Shipbrokers, Witherby Seamanship International Ltd, 2nd Revised edition, 2009.
2. Shipping Biography Introduction: Jacob Kamm, Sean Connaughton, Gustaf Erikson, Robert Moran, Sir George Renwick, 1st Baronet, Llc Book, 1994.
3. Lambert M Surhone, Miriam T. Timpledon, Susan F. Marseken (2010) VdmVerlagDr.Mueller A & Co Ka

Related Online Content: 1. https://slideplayer.com/slide/6359103
2. https://www.studocu.com/row/document/university-of-kyrenia-girne-universitesi/maritime-management/introduction-to-shipping

Course Outcomes		Knowledge Level
CO1	Holistic Understanding of Shipping Industry	K2
CO2	Proficient Chartering and Negotiation Skills	K2
CO3	Mastery of Maritime Trade Dynamics	K3
CO4	Comprehensive Shipping Management Insight	K4
CO5	Financial and Legal Competence in Shipping Operations	K5

Mapping Course Outcome VS Programme Outcomes

CO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10
CO1	S (3)	S (3)	L (1)	M (2)	L (1)	S (3)	L (1)	M (2)	L (1)	L (1)
CO2	L (1)	L (1)	M (2)	L (1)	L (1)	S (3)	L (1)	M (2)	L (1)	L (1)
CO3	M (2)	M (2)	L (1)	L (1)	M (2)	S (3)	M (2)	M (2)	M (2)	L (1)
CO4	M (2)	M (2)	M (2)	L (1)	M (2)	S (3)	M (2)	M (2)	M (2)	L (1)
CO5	L (1)	L (1)	-	L (1)	M (2)	S (3)	M (2)	M (2)	M (2)	L (1)
W.AV	**1.8**	**1.6**	**1.2**	**1.2**	**1.6**	**3**	**1.6**	**2**	**1.6**	**1**

S – Strong (3), M – Medium (2), L – Low (1)

Mapping Course Outcome VS ProgrammeSpecific Outcomes

CO	PSO1	PSO2	PSO3	PSO4	PSO5
CO1	S (3)	S (3)	M (2)	L (1)	L (1)
CO2	M (2)	M (2)	M (2)	M (2)	M (2)
CO3	M (2)	M (2)	M (2)	L (1)	M (2)
CO4	M (2)	L (1)	M (2)	S (3)	M (2)
CO5	M (2)	L (1)	M (2)	S (3)	M (2)
W.AV	**2**	**1.8**	**2**	**2**	**1.8**

S – Strong (3), M – Medium (2), L – Low (1)

III – Semester					
Core	**Course Code: 84735**	**Marketing Management**	**T**	**Credits: 5**	**Hours: 5**
Pre – requisite	To understand the marketing management		**Syllabus revised**		**2023 - 24**
Course Objectives	1. To learn the concept of marketing planning and product management; 2. To gain the knowledge about channel management and marketing communication; 3. To understand the functions of consumer behavior; 4. To analyze the competitors strategies.				
Unit – I	Definition of Marketing - Marketing Management- Marketing concept – meaning Importance of marketing in developing countries - Functions of Marketing – Marketing environment: various environmental factors affecting the marketing function.				
Unit - II	Buyer Behavior - Buying motives - explanation of motivation – Market Segmentation of different bases - Marketing strategy - Market Structure - Definition and types of channel - Channel selection & problems.				
Unit – III	The Product-Marketing characteristics -consumer goods-industrial goods- Production policy - Product Life Cycle (PLC) - Product mix - modification & elimination – packing - Developing new Products- strategies.				
Unit – IV	Pricing: Meaning to Buyer & Seller - pricing policies – Objective factors influencing pricing decisions - Competitors action to price changes - multiproduct pricing. Physical Distribution - Management of physical distribution - marketing risks.				
Unit - V	Branding Decisions: Brand-Brand Image, Brand Identity-Brand Personality – Positioning and leveraging the brands-Brands Equity.				
References: 1. Philip Kotler - Marketing Management 2. Rajan Nair - Marketing Management 3. Cundiff and Still - Fundamentals of modern marketing					
Related Online Content :1. https://swayam.gov.in/nd1_noc20_mg04/preview 2.https://www.my-mooc.com/en/categorie/marketing					
Course Outcomes					Knowledge Level
CO – 1	Explain the basic concepts of marketing management;				K2
CO – 2	Develop marketing planning and product management;				K2
CO – 3	Comprehend channel management and marketing communication;				K3
CO – 4	Appreciate the need to focus on consumer behavior;				K4
CO – 5	Model Competitive strategies and apply different marketing strategies.				K5

Mapping Course Outcome VS Programme Outcomes

CO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10
CO1	S (3)	S (3)	S (3)	S (3)	S (3)	S (3)	S (3)	M (2)	L (1)	L (1)
CO2	M (2)	S (3)	M (2)	M (2)	S (3)	S (3)	S (3)	S (3)	L (1)	L (1)
CO3	S (3)	S (3)	M (2)	S (3)	S (3)	M (2)	S (3)	S (3)	M (2)	L (1)
CO4	S (3)	S (3)	M (2)	S (3)	M (2)	S (3)	S (3)	M (2)	M (2)	L (1)
CO5	M (2)	M (2)	M (2)	M (2)	S (3)	S (3)	S (3)	S (3)	M (2)	L (1)
W.AV	**2.6**	**2.8**	**2.2**	**2.6**	**2.8**	**2.8**	**3**	**2.6**	**1.5**	**1**

S – Strong (3), M – Medium (2), L – Low (1)

Mapping Course Outcome VS ProgrammeSpecific Outcomes

CO	PSO1	PSO2	PSO3	PSO4	PSO5
CO1	S (3)	S (3)	M (2)	L (1)	L (1)
CO2	M (2)	M (2)	M (2)	M (2)	M (2)
CO3	L (1)	M (2)	M (2)	L (1)	M (2)
CO4	M (2)	L (1)	M (2)	S (3)	M (2)
CO5	M (2)	L (1)	M (2)	S (3)	M (2)
W.AV	**2**	**1.8**	**2**	**2**	**1.8**

S – Strong (3), M – Medium (2), L – Low (1)

III – Semester					
Allied/GEC	**Course Code: 84736A**	**Constitution of India**	**T**	**Credits: 4**	**Hours: 5**
Pre – requisite	**To know about fundamental rights**		**Syllabus revised**		**2023 - 24**
Course Objectives	1. To realize the significance of constitution of India and help them understand the basic concepts of Indian constitution. 2. To identify the importance of fundamental rights. 3. To understand the functioning of Union, State and Local Governments in Indian federal system.				
Unit – I	Making of Constitution - Constituent Assembly -Dr.RajendraPrasath - Dr.B.R.Ambedkar - Salient features - Fundamental Rights.				
Unit - II	Union Executive - President of India - Vice-President - Prime Minister - Cabinet – Functions.				
Unit – III	Union Legislature - Rajiya Sabha - Lok Sabha - Functions and Powers				
Unit – IV	Union Judiciary - Supreme Court - Functions - Rule of law				
Unit - V	State - Executive - Legislature – Judiciary				

References:

1. Agharwal.R.C. - National Moment and Constitutional Development - New Delhi, 1977
2. Chapra B.R., Constitution of India, New Delhi, 1970
3. Rao B.V., Modern Indian Constitution, Hyderabad, 1975
4. NaniPalkhivala - Constitution of India, New Delhi, 1970
5. Krishna Iyer, V.R., Law and Justice, New Delhi, 2009

Related Online Content :1. https://unacademy.com/content/upsc/study-material/polity/a-short-note-on-constitution-of-india/
2. https://byjus.com/free-ias-prep/constitution-of-india-an-overview/

Course Outcomes		Knowledge Level
CO – 1	Understand and explain the significance of Indian Constitution	K2
CO – 2	Understand the power and functions of various constitutional offices	K2
CO – 3	Comprehend the structure and philosophy of the Constitution	K3
CO – 4	Analyse the functions of Supreme Court and Rules of law	K4
CO – 5	Realise the power and functions of State governments in detail	K5

Mapping Course Outcome VS Programme Outcomes

CO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10
CO1	S (3)	S (3)	L (1)	M (2)	L (1)	S (3)	L (1)	M (2)	L (1)	L (1)
CO2	L (1)	L (1)	M (2)	L (1)	L (1)	S (3)	L (1)	M (2)	L (1)	L (1)
CO3	M (2)	M (2)	L (1)	L (1)	M (2)	S (3)	M (2)	M (2)	M (2)	L (1)
CO4	M (2)	M (2)	M (2)	L (1)	M (2)	S (3)	M (2)	M (2)	M (2)	L (1)
CO5	L (1)	L (1)	-	L (1)	M (2)	S (3)	M (2)	M (2)	M (2)	L (1)
W.AV	**1.8**	**1.6**	**1.2**	**1.2**	**1.6**	**3**	**1.6**	**2**	**1.6**	**1**

S – Strong (3), M – Medium (2), L – Low (1)

Mapping Course Outcome VS ProgrammeSpecific Outcomes

CO	PSO1	PSO2	PSO3	PSO4	PSO5
CO1	S (3)	S (3)	M (2)	L (1)	L (1)
CO2	M (2)	M (2)	M (2)	M (2)	M (2)
CO3	M (2)	M (2)	M (2)	L (1)	M (2)
CO4	M (2)	L (1)	M (2)	S (3)	M (2)
CO5	M (2)	L (1)	M (2)	S (3)	M (2)
W.AV	**2**	**1.8**	**2**	**2**	**1.8**

S – Strong (3), M – Medium (2), L – Low (1)

III – Semester					
Allied	**Course Code: 84736B**	**Taxation Law & Practice**	**T**	**Credits: 4**	**Hours: 5**
Pre – requisite	To know the powers and duties of Income tax authorities		**Syllabus revised**		**2023 - 24**
Course Objectives	1. To enable the students to know the provisions of the Income tax laws. 2. To describe how to arrive taxable salary, House property, Capital Gain and Business/Profession. 3. To measure the income from other sources and assessment of individuals. 4. To know about the basic concepts of GST and its impact.				
Unit – I	General Principles of Taxation, Distinction between direct and indirect taxes, tax evasion – Avoidance - Causes- Remedies. Direct Taxes: Income Tax Act 1961 - Important definitions				
Unit - II	Basis of charge - residential status - Income exempted from income tax - Heads of income - Computations of income under salary and house property. (Problem included).				
Unit – III	Computation of income under profits and gains of business - Profession - Capital gains - Income From other sources - Deductions in the computation of total income - Income tax Authorities and their power. (Problems included).				
Unit – IV	Meaning – Needs for GST – Structure of GST in India – Dual concepts – SGST – CGST – IGST – UTGST – Types of rates under GST- Taxes subsumed under State Goods and Services Tax Act 2017 – Taxes subsumed under central Goods and services Act 2017 . Input Tax credit – Eligibility and conditions for taking input tax credit - Registration procedure under GST – Concept of e- way bill – Filling of Returns.				
Unit - V	Role of Excise duties in the total revenue - Objectives of excise duty in the total revenue - Objectives of excise duty - Exempted from duty - Customs duties - Levy of important export duty - Distinction between advalorum and specific duties - Exemption NOTE: Theory and problems shall be distributed at 80% &20% respectively.				

References:

1. Bhagavathi Prasad-Income Tax Law & Practice
2. Hand book of GST – Law and practice – Gaurav Gupta
3. Gour&Narang -Income Tax Law & Practice
4. Dingarepagare -Income Tax Law & Practice
5. Indirect Taxes: GST and Customs Laws – R.Parameswaran and P. Viswanathan – Kavin publications – Coimbatore.
6. Balasubramanian- Business Taxation

Related Online Content :		
Course Outcomes		Knowledge Level
CO – 1	Proficiency in Income Tax Laws	K2
CO – 2	Competence in Calculating Taxable Income	K2
CO – 3	Profound Knowledge of Income from Other Sources and Individual Assessment	K3
CO – 4	Understanding of GST Concepts and Impacts	K4
CO – 5	Familiarity with Income Tax Authority Roles and Responsibilities	K5

Mapping Course Outcome VS Programme Outcomes

CO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10
CO1	S (3)	S (3)	L (1)	M (2)	L (1)	S (3)	L (1)	M (2)	L (1)	L (1)
CO2	L (1)	L (1)	M (2)	L (1)	L (1)	S (3)	L (1)	M (2)	L (1)	L (1)
CO3	M (2)	M (2)	L (1)	L (1)	M (2)	S (3)	M (2)	M (2)	M (2)	L (1)
CO4	M (2)	M (2)	M (2)	L (1)	M (2)	S (3)	M (2)	M (2)	M (2)	L (1)
CO5	L (1)	L (1)	-	L (1)	M (2)	S (3)	M (2)	M (2)	M (2)	L (1)
W.AV	**1.8**	**1.6**	**1.2**	**1.2**	**1.6**	**3**	**1.6**	**2**	**1.6**	**1**

S – Strong (3), M – Medium (2), L – Low (1)

Mapping Course Outcome VS ProgrammeSpecific Outcomes

CO	PSO1	PSO2	PSO3	PSO4	PSO5
CO1	S (3)	S (3)	M (2)	L (1)	L (1)
CO2	M (2)	M (2)	M (2)	M (2)	M (2)
CO3	M (2)	M (2)	M (2)	L (1)	M (2)
CO4	M (2)	L (1)	M (2)	S (3)	M (2)
CO5	M (2)	L (1)	M (2)	S (3)	M (2)
W.AV	**2**	**1.8**	**2**	**2**	**1.8**

S – Strong (3), M – Medium (2), L – Low (1)

III – Semester					
SEC - III	**Course Code: 84737**	**Entrepreneurship**	**T**	**Credits: 2**	**Hours: 2**
Pre – requisite			**Syllabus revised**		**2023 - 24**
Course Objectives	1. To enable the students to understand the concept of Entrepreneurship and to learn the professional behaviour about Entrepreneurship. 2. To identify significant changes and trends which create new business opportunities. 3. To analyse the environment for potential business opportunities. 4. To provide conceptual exposure on converting ideas to an entrepreneurial firms. 5. To provide an opportunity and hands-on experience in projectidentification and venture establishment.				
Unit – I	Concept and Definitions; Significance of Entrepreneur in Economic Development; Classification and Types of Entrepreneurs; Entrepreneurial Competencies; Factor Affecting Entrepreneurial Growth–Traits/Qualities of Entrepreneurs; Manager Vs. Entrepreneur. EDP Programmes. Women Entrepreneurship – Rural Entrepreneurship - Factors affecting Entrepreneurial Growth – Ethics and Entrepreneurship – Social Responsibility in Entrepreneurship.				
Unit - II	Opportunity / Identification and Product Selection: Entrepreneurial Opportunity Search and Identification-Opportunity Analysis – Ideation Techniques – ideation catalysis and inhibitions idea to opportunity maps – evaluation of idea to opportunity maps – business model – function of a business model – business modeling – benefits of business modeling – business models to business plans				
Unit – III	Small enterprises An Introductory Framework - Project Identification and Selection - Project Formulation- Project Appraisal - Legal, Regulatory and Statutory Body - Clearance Approvals and NOC Compliance Financing of Enterprise Boot Strapping-Ownership Structure				
Unit – IV	Institutional Finance to Entrepreneurs - Lease Financing and Hire-Purchase-Institutional Support to Entrepreneurs - Taxation Benefits to Small-Scale Industries - Government Policy for Small-Scale Enterprises.				
Unit - V	Importance of family business, Succession in family business, Pitfalls of the family business, strategies for improving the capability of family business. Social Entrepreneurship: Social enterprise-need, types, characteristics and benefits of social enterprises-Social entrepreneurship challenges and opportunities.				

References:

1. Khanka. S.S., Entrepreneurial Development, S.Chand& Co. Ltd.. New Delhi. 2017
2. Raj Shankar. Essentials of Entrepreneurship. Vijay Nicole Imprints Private Ltd., Chennai 2013
3. Gupta. C.B. & Khanka S.S., Entrepreneurship and Small Business Management. Sultan Chand & Sons, 7th Revised Edition- 2017.
4. Robert D Hisrich and Michael P.Peters, Entrepreneurship, Tata McGraw Hill
5. Roy, Entrepreneurship, Oxford University Press
6. Madhurima Lall & Shikha Sahai, Entrepreneurship, Excel Books
7. Raj Shankar, Entrepreneurship-Theory and Practice,Vijay Nicole

Related Online Content:http://www.mbaexamnotes.com/entrepreneur.html		
Course Outcomes		Knowledge Level
CO – 1	Comprehensive Understanding of Entrepreneurship Concepts and Professional Behavior	K2
CO – 2	Proficiency in Identifying Business Opportunities from Changing Trends	K2
CO – 3	Competence in Environmental Analysis for Business Ventures	K3
CO – 4	Profound Understanding of Idea Conversion and Startup Essentials	K4
CO – 5	Practical Experience in Project Identification and Venture Establishment	K5

Mapping Course Outcome VS Programme Outcomes

CO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10
CO1	S (3)	S (3)	L (1)	M (2)	L (1)	S (3)	L (1)	M (2)	L (1)	L (1)
CO2	L (1)	L (1)	M (2)	L (1)	L (1)	S (3)	L (1)	M (2)	L (1)	L (1)
CO3	M (2)	M (2)	L (1)	L (1)	M (2)	S (3)	M (2)	M (2)	M (2)	L (1)
CO4	M (2)	M (2)	M (2)	L (1)	M (2)	S (3)	M (2)	M (2)	M (2)	L (1)
CO5	L (1)	L (1)	-	L (1)	M (2)	S (3)	M (2)	M (2)	M (2)	L (1)
W.AV	**1.8**	**1.6**	**1.2**	**1.2**	**1.6**	**3**	**1.6**	**2**	**1.6**	**1**

S – Strong (3), M – Medium (2), L – Low (1)

Mapping Course Outcome VS ProgrammeSpecific Outcomes

CO	PSO1	PSO2	PSO3	PSO4	PSO5
CO1	S (3)	S (3)	M (2)	L (1)	L (1)
CO2	M (2)	M (2)	M (2)	M (2)	M (2)
CO3	M (2)	M (2)	M (2)	L (1)	M (2)
CO4	M (2)	L (1)	M (2)	S (3)	M (2)
CO5	M (2)	L (1)	M (2)	S (3)	M (2)
W.AV	**2**	**1.8**	**2**	**2**	**1.8**

S – Strong (3), M – Medium (2), L – Low (1)

IV – Semester					
Core	**Course Code: 84743**	**Human Resource Management**	**T**	**Credits: 5**	**Hours: 5**
Pre – requisite	To study about the importance of human resource		**Syllabus revised**		**2023 - 24**
Course Objectives	1. To study the techniques of performance appraisal of employees. 2. To know the methods to redress the grievances of employees. 3. To understand the functions, systems, policies and applications of Human Resource Management in organisations with HRIS 4. To realize the compensation methods and trade union using case study with practical manner in an HR department.				
Unit – I	Personnel Management - meaning, nature, scope and objective – Functions of Personnel Department - The Role of Personnel manager - Organisation of personnel department - Personnel Policies and Procedures.				
Unit - II	Manpower planning - Job description - Job analysis - Role analysis - Job specification - Recruitment and Selection - Training and Development.				
Unit – III	Performance appraisal - Job evaluation and merit rating - Promotion - Transfer and demotion - Human relations - approaches to good human relations - Punishment.				
Unit – IV	Wages and Salary administration - Incentive system - Labour welfare and Social Security - Safety, health and Security - retirement benefits to employees.				
Unit - V	Industrial relations - Trade unionism - Grievance handling – collective bargaining and worker's participation in management.				

References:

1. Tripathy - Personnel Management and Industrial Relations
2. Bhagoiwal - Personnel Management and Industrial Relations 3. Memoria - Personnel Management and Industrial Relations
3. VSP. Rao - Human Resource Management

Related Online Content:1. http://ugcmoocs.inflibnet.ac.in/ugcmoocs/view_module_ug.php/240 2. https://www.my-mooc.com/en/categorie/human-resources	
Course Outcomes	Knowledge Level
CO – 1	Functions of HR/Personnel Department and manpower planning, performance appraisal. — K2
CO – 2	Integrated perspective on role of HRM in modern business — K2
CO – 3	Ability to plan HR and Implement techniques of job design — K3
CO – 4	Salary administration, Labour Welfare, Industrial Relation and Competency to recruit, train and appraise the performance of employees — K4
CO – 5	Rational design of compensation and salary administration and ability to handle employee issues — K5

Mapping Course Outcome VS Programme Outcomes

CO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10
CO1	S (3)	S (3)	M (2)	M (2)	S (3)	S (3)	L (1)	M (2)	L (1)	L (1)
CO2	M (2)	M (2)	-	S (3)	S (3)	S (3)	L (1)	M (2)	L (1)	L (1)
CO3	M (2)	M (2)	L (1)	L (1)	M (2)	S (3)	M (2)	M (2)	M (2)	L (1)
CO4	M (2)	M (2)	M (2)	L (1)	M (2)	S (3)	M (2)	M (2)	M (2)	L (1)
CO5	M (2)	L (1)	-	L (1)	M (2)	S (3)	M (2)	M (2)	M (2)	L (1)
W.AV	**2.2**	**2**	**1**	**1.5**	**2.4**	**3**	**1.5**	**2**	**1.5**	**1**

S – Strong (3), M – Medium (2), L – Low (1)

Mapping Course Outcome VS ProgrammeSpecific Outcomes

CO	PSO1	PSO2	PSO3	PSO4	PSO5
CO1	S (3)	S (3)	M (2)	L (1)	L (1)
CO2	M (2)	M (2)	M (2)	M (2)	M (2)
CO3	S (3)	M (2)	M (2)	L (1)	M (2)
CO4	M (2)	L (1)	M (2)	S (3)	M (2)
CO5	M (2)	L (1)	M (2)	S (3)	M (2)
W.AV	**2.4**	**1.8**	**2**	**2**	**1.8**

S – Strong (3), M – Medium (2), L – Low (1)

III – Semester					
Core	**Course Code: 84744**	**Port Management**	**T**	**Credits: 5**	**Hours: 5**
Pre – requisite	Grasp the Fundamentals of Freight Forwarding and Containerization		**Syllabus revised**		**2023 - 24**
Course Objectives	1. It covers Internal Distribution of goods through Multimodal Transportation 2. Various methods and procedures used while loading and discharging cargoes 3. Code of safe practices while handling lifting gears and cargoes. 4. The student should be able to understand the role of Logistics through Multi Modal Transportation, Physical Multi Modal Operations, Air Transportation, Trade routes and cargoes, multi–Modal Operators, sale and contact operators.				
Unit – I	Basic Concepts of Cargo Work - Bale Capacity-Grain Capacity-Stowage Factor-Broken Stowage-Load Density-Optional Cargo-Cargo Documents-Mate's Receipt-Bill of Lading Care of Cargoes - Precautions before loading/When Carrying Cargo-Sweat and Ventilation-Dew Point-Dunnage- Separation- Pilfering-Contamination-Handling / Chafing /Crushing-Lashing-Ballasting or De ballasting-Damage-Stability Lifting Gear - Safe Working Load-Breaking Stress-Factor of Safety-Simple Derrick-Union Purchase System-Heavy lift Jumbo Derrick-Precautions when handling heavy lifts-Stoecklein Derricks-Cranes.				
Unit - II	Code of Safe Practice for Solid Bulk Cargoes Aim of Code-Solid Bulk Cargoes-Angle of Repose-Concentrates-Moisture Migration-Moisture Content-Flow Moisture Point-Transportable Moisture Limit-Hazards due to Bulk Cargoes-Structural Hazards and Precautions-Trimming Requirements-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 – III	Aim-Application-Classification-Packing-Marking/Labelling/Placarding-DocumentsStowage Requirements-Explosives in Passenger Ships-Segregation-Types of Segregation-Precautions for Loading Dangerous Goods, Unit Loads and Containers - Forms of Unitization- Pre-slung Cargo- Palletisation- Containers- Physical Characteristics of Containers-Types of Containers-Stowage and Securing-Stability-Lifting a Container-LASH&RO-RO Ships- Refrigerated and Deck Cargoes - Types of Refrigerated Cargoes-Refrigeration Systems-Cargo Operations-Deck Cargoes, Tanker Operations Flammability-Methods of Gas Freeing Tanks-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-Cargo Calculations				
Unit – IV	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 Labourers Act,1934 Inspectors-Powers of Inspectors-Obligations of Dock Workers				
Unit - V	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.				

References:

1. Multimodal Transportation of Goods Act, 1993 Along with Allied Rules, Professional Book Publishers.
2. Laws of Carriage of Goods by Sea and Multimodal Transport in India, Dr. K. V.
3. Hariharan, Shroff Pub & Dist. Pvt. Ltd, First Edition, 2006
4. Containerisation, Multimodal Transport and Infrastructure Development in India, Dr. K. V. Hariharan, Shroff Pub & Dist. Pvt. Ltd, 2007

Related Online Content :https://www.freightforwarderquoteonline.com/news/cargo-clearing-forwarding-procedure	

Course Outcomes		Knowledge Level
CO – 1	To get knowledge in multi modal transport operations, stevedoring and freight forwarding.	K2
CO – 2	To have a better insight in the intermediary operations in logistics management	K2
CO – 3	To get exposed in various conventions related to marketing intermediaries international shipping industry	K3
CO – 4	Recognition of the Role of Logistics and Multimodal Operations	K4
CO – 5	Grasp of Freight Forwarding and Containerization Concepts	K5

Mapping Course Outcome VS Programme Outcomes

CO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10
CO1	S (3)	S (3)	L (1)	M (2)	L (1)	S (3)	L (1)	M (2)	L (1)	L (1)
CO2	L (1)	L (1)	M (2)	L (1)	L (1)	S (3)	L (1)	M (2)	L (1)	L (1)
CO3	M (2)	M (2)	L (1)	L (1)	M (2)	S (3)	M (2)	M (2)	M (2)	L (1)
CO4	M (2)	M (2)	M (2)	L (1)	M (2)	S (3)	M (2)	M (2)	M (2)	L (1)
CO5	L (1)	L (1)	S (3)	L (1)	M (2)	S (3)	S (3)	M (2)	M (2)	L (1)
W.AV	**1.8**	**1.6**	**1.8**	**1.2**	**1.6**	**3**	**1.8**	**2**	**1.6**	**1**

S – Strong (3), M – Medium (2), L – Low (1)

Mapping Course Outcome VS ProgrammeSpecific Outcomes

CO	PSO1	PSO2	PSO3	PSO4	PSO5
CO1	S (3)	S (3)	M (2)	L (1)	L (1)
CO2	M (2)	M (2)	M (2)	M (2)	M (2)
CO3	M (2)	M (2)	M (2)	L (1)	M (2)
CO4	M (2)	L (1)	M (2)	S (3)	M (2)
CO5	M (2)	L (1)	M (2)	S (3)	M (2)
W.AV	**2**	**1.8**	**2**	**2**	**1.8**

S – Strong (3), M – Medium (2), L – Low (1)

III – Semester					
Core	**Course Code: 84745**	**Liner Trade**	**T**	**Credits: 5**	**Hours: 5**
Pre – requisite	To understand the containerization and development of liner trade routes		**Syllabus revised**		**2023 - 24**
Course Objectives	1. This course is intended to offer a good understanding of nature of worldwide line shipping trade including its structure & organization specially related to the container trade. 2. To understand the methods of operations, technology and terminology used. Changes in the liner shipping in the last quarter of the 20th century – containerization and development of liner trade routes 3. To understand the methods of operations, technology and terminology used. 4. To have an idea of changes in the liner shipping of the 20th century.				
Unit – I	Definitions of liner trades; tramp trades; containerization- Unitization - containerization, liner operations, port organization – Vessel loading and discharging, liner trade routes, the major ports, liner service options - Liner trade – ship types – Tonnages; basic ship layout, types of container ships, Ro-Ro barge carrying vessels, The refrigerated cargo ship conventional (Break bulk) vessels future vessel developments, economy of scale, shipboard handling equipment.				
Unit - II	Cargoes & cargo equipment –Dangerous goods IMO special goods, cargo handlings other methods of lifting cargo port handling equipment, port terminals; port and terminal management; the role of ships officers - agent. Liner Shipping operations - Management and policy, ship management and operations, independent ship management, insurance, trade of commercial department, accounting, budgeting, freight collection and port disbursements agency duties.				
Unit – III	Containerization unitization and inter-modalism - Growth in world trade unitization; container dimensions, types of container other container expressions container inventory, owning, leasing meeting the demand for containers tracking the container fleet, container control, FCLS LCLS &ICDS, legal & insurance implications in the container trade.				
Unit – IV	The Bill of Lading and other Documentation -The Bill of Lading UK bill of lading Act 1855 and UK carriage of goods by sea Act 1992, The use of Bill of Lading in liner trades, Bill of Lading documentary credits, Bill of Lading clauses the printed clauses – The evidence of the contract, other forms of Bill of Lading other liner documents, Intl conventions relating to Bill of Lading, paperless trading				
Unit - V	The Exchange of goods transfer - Transfer of funds from country to country, methods of payments in International trade who are the merchants, International contracts of sale INCO terms; Legal aspects of the liner trades - The carrier insurance the carrier's liability for the cargo the liabilities of the agent, legal aspects of the Bill of Lading, cargo claims general average (GA), security, ISPS code.				

References:

1. Ship Operation Research and Development; A Program for Industry, J. Haskell, General Books Publisher, 2009.
2. Ship Operation Management, Fujita, N.H. Publisher, 1974.
3. Ship Operation Management, Bertrams Publication, 2010.
4. Handbook of Ship Calculations, Construction and Operation, Charles H. Hughes, Wexford College Press, 2008.
5. Ocean Shipping - Elements of Practical Steamship Operation, Robert Edwards Annin, Thompson Press, 2010.

Related Online Content : https://www.studocu.com/row/document/east-africa-institute-of-certified-studies/project-management/liner-shipping-please-help-notes

Course Outcomes		Knowledge Level
CO – 1	To have a good exposure about the liner trade concepts in International Shipping industry	K2
CO – 2	To strengthen the learner's knowledge in unitization concept and INCOTERMs used in international business.	K2
CO – 3	To have a better understanding about the various documentation procedures in liner trade	K3
CO – 4	4. Acquiring knowledge of operational processes, technological advancements, and industry -specific terminology used in containerized liner shipping.	K4
CO – 5	5. The significance of containerization in revolutionizing shipping logistics.	K5

Mapping Course Outcome VS Programme Outcomes

CO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10
CO1	S (3)	S (3)	L (1)	M (2)	L (1)	S (3)	L (1)	M (2)	L (1)	L (1)
CO2	L (1)	L (1)	M (2)	L (1)	L (1)	S (3)	L (1)	M (2)	L (1)	L (1)
CO3	M (2)	M (2)	L (1)	L (1)	M (2)	S (3)	M (2)	S (3)	S (3)	L (1)
CO4	M (2)	M (2)	M (2)	L (1)	M (2)	S (3)	M (2)	M (2)	M (2)	L (1)
CO5	L (1)	L (1)	S (3)	S (3)	M (2)	S (3)	M (2)	M (2)	M (2)	L (1)
W.AV	**1.8**	**1.6**	**1.8**	**1.8**	**1.6**	**3**	**1.6**	**2.2**	**1.8**	**1**

S – Strong (3), M – Medium (2), L – Low (1)

Mapping Course Outcome VS ProgrammeSpecific Outcomes

CO	PSO1	PSO2	PSO3	PSO4	PSO5
CO1	S (3)	S (3)	M (2)	L (1)	L (1)
CO2	M (2)	M (2)	M (2)	M (2)	M (2)
CO3	M (2)	M (2)	M (2)	L (1)	M (2)
CO4	M (2)	L (1)	M (2)	S (3)	M (2)
CO5	M (2)	L (1)	M (2)	S (3)	M (2)
W.AV	**2**	**1.8**	**2**	**2**	**1.8**

S – Strong (3), M – Medium (2), L – Low (1)

III – Semester					
Core	**Course Code: 84746**	**Industry visit**	**I**	**Credits: 2**	**Hours: 3**
Pre – requisite			**Syllabus revised**		**2023 - 24**
Course Objectives	1. The aim of this course is to understand various infrastructure / facilities / operations / costings that are involved in the logistics industry.				

The following are areas of practical visits conducted:-

Ports and terminals / Port operations / Container Freight Stations, Warehouses / Domestic warehouse / Bonded warehouse / Godowns/ Inland container depots / Empty container plots/Toll gates / Air cargo complex

STUDENT ASSESSMENT

1. The students are to prepare a practical visit report and record of the same to be maintained.
2. The students shall be assessed in any of the attended practical visits.

IV – Semester					
Allied	**Course Code: 84747A**	**Retail Logistics**	**T**	**Credits: 4**	**Hours: 4**
Pre – requisite	To Explore Global Retailing Strategies			**Syllabus revised**	**2023 - 24**
Course Objectives	1. To understand the Foundations of Retail 2. To learn the Explore Retail Models and Theories 3. To Develop Strategic Planning Skills in Retailing 4. To Gain Insights into Retail Landscape in India				
Unit – I	Retail: Meaning – Functions and special characteristics of a Retailer – Reasons for studying. Retailing – Marketing-Retailer Equation – Marketing concepts applied to retailing – Retailing as a career – Trends in Retailing.				
Unit - II	Retail Model and Theories of Retail Development – Life cycle and phase in growth of retail markets – Business models in retail – other Retail models.				
Unit – III	Strategic Planning in Retailing: Situation Analysis – Objectives – Need for identifying consumer needs – Overall strategy, feedback and control – consumer decision-making process.				
Unit – IV	Retail in India: Evolution and Size of retail in India – Drivers of retail change in India – Foreign Direct Investment in retail – Challenges to retail developments in India.				
Unit - V	Global retail markets: Strategic planning process for global retailing – Challenges facing global retailers – Challenges and Threats in global retailing – Factors affecting the success of a global retailing strategy.				

References:

1. Swapna Pradhan – Retailing Management – Text and Cases, Tata McGraw Hill – 2nd 2.edition, 2004
2. Barry Berman and Joel R Evans – Retailing Management – A Strategic Approach,
3. Prentice Hall of India, 8th Edition, 2002.
4. James R. Ogden, Denise Ogden – Integrated, Retail Management – Biztantra 2005 6.Gibson G Vedamani – Retail Management – Functional Principles and Prectice, Jaico Publishing House, Second edition, 2004.

Related Online Content : 1. https://indiafreenotes.com/retail-logistic/
2 https://www.slideshare.net/ParveenKNagpal/8-retail-logistics-169523412

Course Outcomes		Knowledge Level
CO – 1	Gain a comprehensive comprehension of the meaning, functions, and special characteristics of a retailer.	K2
CO – 2	Acquire knowledge about various theories that explain the development and growth of retail markets.	K2
CO – 3	Learn the process of strategic planning in retailing, including situation analysis and setting clear objectives.	K3
CO – 4	Acquire insights into the historical evolution and current size of the retail industry in India.	K4
CO – 5	Develop a comprehensive understanding of the strategic planning process involved in global retailing.	K5

Mapping Course Outcome VS Programme Outcomes

CO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10
CO1	S (3)	S (3)	L (1)	M (2)	L (1)	S (3)	L (1)	M (2)	L (1)	L (1)
CO2	L (1)	L (1)	M (2)	L (1)	L (1)	S (3)	L (1)	M (2)	L (1)	L (1)
CO3	M (2)	M (2)	L (1)	L (1)	M (2)	S (3)	M (2)	M (2)	M (2)	L (1)
CO4	M (2)	M (2)	M (2)	L (1)	M (2)	S (3)	M (2)	M (2)	M (2)	L (1)
CO5	S (3)	L (1)	S (3)	L (1)	M (2)	S (3)	M (2)	M (2)	M (2)	L (1)
W.AV	**2.2**	**1.6**	**1.8**	**1.2**	**1.6**	**3**	**1.6**	**2**	**1.6**	**1**

S – Strong (3), M – Medium (2), L – Low (1)

Mapping Course Outcome VS Programme Specific Outcomes

CO	PSO1	PSO2	PSO3	PSO4	PSO5
CO1	S (3)	S (3)	M (2)	L (1)	L (1)
CO2	M (2)	M (2)	M (2)	M (2)	M (2)
CO3	M (2)	M (2)	M (2)	L (1)	M (2)
CO4	M (2)	L (1)	M (2)	S (3)	M (2)
CO5	M (2)	L (1)	M (2)	S (3)	M (2)
W.AV	**2**	**1.8**	**2**	**2**	**1.8**

S – Strong (3), M – Medium (2), L – Low (1)

IV – Semester					
Allied	**Course Code: 84747B**	**International Business Management**	**T**	**Credits: 4**	**Hours: 4**
Pre – requisite	To identify and explain how foreign markets, institutions and cultures differ from one another		**Syllabus revised**		**2023 - 24**
Course Objectives	1. To enable the students to have an in-depth understanding of the principles and procedures relating to Forex markets and different types of currency derivatives and its operations. 2. To understand the important concepts of international business. 3. To understand the development of nations with the help of different regional economic integrations. 4. To understand and communicate the contested nature of globalization.				
Unit – I	International Business– Meaning –Definition - Concept of International Business, Difference between domestic and International Business – Nature and Importance of International business International Business Environment. –Nature, Modes of entry in International Business - Why go International –problems in International Business.				
Unit - II	Regional Economic Integration: EU, NAFTA, ASEAN, SAARC, OPEC. Foreign Exchange Determination Systems: Factors Affecting Exchange Rates. World Trade Organization – Basic principles and frame work, IMF, World Bank, International Commodity Agreements Multilateral Financial institutions. International Institution: UNCTAD, Its Basic Principles and Major Achievements, IMF, Role of IBRD, GATT.				
Unit – III	Globalization of Markets, Trends in Globalization, Effects and Benefits of Globalization, balance of payment and foreign exchange. Deglobalisation. global trade and developing countries. International Trade and Investment Theories: Mercantilism; Absolute Cost theory, Comparative Cost theory, Opportunity Cost theory, factor endowment theory, International Product life Cycles, International Business Strategies.				
Unit – IV	Foreign Exchange Market - Meaning nature & functions - foreign Exchange Management Act (FEMA) - determination of exchange rates - exchange rate systemsexchange rate classification - purchasing power parity theory - balance of payments theoryexchange control - convertibility of rupee - devaluation - currency exchange risks and their management. GlobalisationMeaning - dimensions; stages - essential conditions - implications &impact of globalization; globalization of Indian business.				
Unit - V	FDI – Concepts – Growth. FII investments – Multinational Corporations(MNC's) - Definition - meaning; importance-dominance - code of conduct; multinationals in India - EOUs, EPZs and SEZs; international trade payment terms - Exim Bank - ECGC - TRADE AND BOP OF INDIA - Highlights of India's Trade performance - determinants of export -determinants of imports –India major exports and importstrends in invisibles and current accounts – exim trade balance -major problems of India's export sector.				

References:

1. Philip R .Cateora International marketing.
2. Charles W.L. Hill – International Business
3. Francis Cherunillam –International Business Management
4. International Business Environments and Operations :
5. Daniels, John D. and Radebaugh, Lee H.
6. International Marketing :Cateora, Philip and Hess.
7. International Marketing :Kirpalani V.H.
8. International Business Environment : Blake and Sundo

Related Online Content :		
Course Outcomes		Knowledge Level
CO – 1	To explore the fundamental knowledge in International operation.	K2
CO – 2	Learners will know the impact of International Business in nation's economy	K2
CO – 3	To explore the learners with more employment opportunities.	K3
CO – 4	It develops an idea on global wide markets and its significance.	K4
CO – 5	It develop and present an international marketing plan and evaluate sales strategies that support an organization's integrative trade initiatives.	K5

Mapping Course Outcome VS Programme Outcomes

CO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10
CO1	S (3)	S (3)	L (1)	M (2)	L (1)	S (3)	L (1)	M (2)	L (1)	L (1)
CO2	L (1)	L (1)	M (2)	L (1)	L (1)	S (3)	L (1)	M (2)	L (1)	L (1)
CO3	M (2)	M (2)	L (1)	L (1)	M (2)	S (3)	M (2)	M (2)	M (2)	L (1)
CO4	M (2)	M (2)	M (2)	L (1)	M (2)	S (3)	M (2)	M (2)	M (2)	L (1)
CO5	S (3)	L (1)	S (3)	L (1)	M (2)	S (3)	M (2)	M (2)	M (2)	L (1)
W.AV	**2.2**	**1.6**	**1.8**	**1.2**	**1.6**	**3**	**1.6**	**2**	**1.6**	**1**

S – Strong (3), M – Medium (2), L – Low (1)

Mapping Course Outcome VS ProgrammeSpecific Outcomes

CO	PSO1	PSO2	PSO3	PSO4	PSO5
CO1	S (3)	S (3)	M (2)	L (1)	L (1)
CO2	M (2)	M (2)	M (2)	M (2)	M (2)
CO3	M (2)	M (2)	M (2)	L (1)	M (2)
CO4	M (2)	L (1)	M (2)	S (3)	M (2)
CO5	M (2)	L (1)	M (2)	S (3)	M (2)
W.AV	**2**	**1.8**	**2**	**2**	**1.8**

S – Strong (3), M – Medium (2), L – Low (1)

IV – Semester					
NME – II	**Course Code: 84748A**	**1. Business Communication**	**T**	**Credits: 2**	**Hours: 2**
Pre – requisite	Become Skilled in Internal Communication Methods		**Syllabus revised**		**2023 - 24**
Course Objectives	1. Develop a Comprehensive Understanding of Business Communication 2. Master Different Methods of Communication 3. Acquire Proficiency in Business Letter and Report Writing 4. Understand Effective Correspondence and Communication Strategies				
Unit – I	Business communication-meaning-definitions- essentials of Business communication-Methods of Communication–Types of communication -oral & written – Barriers-Business letters and reports-drafting of business letters-Information technology for communication.				
Unit - II	Business letters–needs-functions-planning and Layout of business letters -kinds-Drafting of Business letters-inquiries and replies–Offers and Quotations–Orders – Execution of Orders– Cancellation of Orders– Claims– Adjustments and settlement of accounts–Letters of complaints– Collection letters– Status enquiries–Bank correspondence– Tenders –Letter to the editor, application for employment and resume				
Unit – III	Correspondence of company secretary with shareholders and directors–Agenda–Minutes– Preparation-communication with media-news releases-communication about the organisation through advertising.				
Unit – IV	Reports -kind and objective- types of business reports- format -steps in report preparation Communication through reports: Essentials–Importance–Contents-Reports by individuals Committees– Annual report – Application for appointment – reference and appointment orders.				
Unit - V	Internal communication: Short speeches– Memo– Circulars – Notices– Explanations to Superiors – Precise writing– Communication media – Merits of various devices–Intercom, Telex and Telephone – Fax –Internet.				

References:

1. Rajendra Pal Korahill, ―Essentials of Business Communication‖,Sultan Chand &Sons, New Delhi, 2006.
2. Ramesh, MS, &C. CPattanshetti, ―BusinessCommunication‖,R.Chand&Co, New Delhi, 2003.
3. RodriquezMV, ―EffectiveBusiness Communication Concept‖VikasPublishing Company,2003

Related Online Content :1. https://examupdates.in/mba-business-communication/#mba-business-communication-lecture-notes-pdf

2 https://www.ncertbooks.guru/mba-business-communication-lecture-notes/

Course Outcomes		Knowledge Level
CO – 1	Profound Grasp of Business Communication	K2
CO – 2	Versatility in Communication Methods	K2
CO – 3	Proficiency in Written Communication	K3
CO – 4	Strategic Correspondence Skills	K4
CO – 5	Competence in Internal Communication	K5

Mapping Course Outcome VS Programme Outcomes

CO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10
CO1	M (2)	S (3)	S (3)	S (3)	S (3)	S (3)	S (3)	M (2)	L (1)	L (1)
CO2	S (3)	S (3)	S (3)	S (3)	M (2)	S (3)	S (3)	S (3)	L (1)	L (1)
CO3	S (3)	S (3)	S (3)	S (3)	S (3)	S (3)	S (3)	S (3)	M (2)	L (1)
CO4	S (3)	S (3)	S (3)	S (3)	S (3)	S (3)	S (3)	M (2)	M (2)	L (1)
CO5	S (3)	S (3)	S (3)	S (3)	S (3)	S (3)	S (3)	M (2)	M (2)	L (1)
W.AV	**2.8**	**3**	**3**	**3**	**2.8**	**3**	**3**	**2.4**	**1.5**	**1**

S – Strong (3), M – Medium (2), L – Low (1)

Mapping Course Outcome VS Programme Specific Outcomes

CO	PSO1	PSO2	PSO3	PSO4	PSO5
CO1	S (3)	S (3)	M (2)	L (1)	L (1)
CO2	M (2)	M (2)	M (2)	M (2)	M (2)
CO3	M (2)	M (2)	M (2)	L (1)	M (2)
CO4	M (2)	L (1)	M (2)	S (3)	M (2)
CO5	M (2)	L (1)	M (2)	S (3)	M (2)
W.AV	**2**	**1.8**	**2**	**2**	**1.8**

S – Strong (3), M – Medium (2), L – Low (1)

V – Semester					
Core	**Course Code: 84751**	**Customs Law**	**T**	**Credits: 5**	**Hours: 5**
Pre – requisite	To gain an in-depth knowledge about various customs procedures pertaining to imports and exports		**Syllabus revised**		**2023 - 24**
Course Objectives	1. To learn the Efficient Customs Administration and Regulation 2. To understand the Control and Regulation of Imports and Exports 3. To learn the Prevention of Illicit Trade and Disposal 4. To learn the Effective Customs Duty Management 5. To understand the Facilitated Trade and Controlled Transit				
Unit – I	Preliminary- Definitions, Officers of Customs-Classes-Appointments-Powers of Officers of Customs- Entrustments of Functions of Board, Appointment of Customs Ports, Airports,etc – Power to approve landing places and Specify limits of Customs area- Appointment of boarding stations, Prohibitions on Importation and Exportation of Goods- Detection of illegally imported goods and prevention of the disposal thereof. [Section 1 to 11G]				
Unit - II	Prevention or Detection of Illegal Export of Goods- Power to exempt, Levy of and Exemption from Customs Duties-Dutiable goods- Duty on Pilfered goods – Valuation of Goods - Assessment of Duty- Abatement of duty on damaged or deteriorated goods, Remission of duty on lost, destroyed, or abandoned goods, Power to make rules for denaturing or mutilation of goods, Power to grant exemption from duty. [Section 11H to 25B]				
Unit – III	Refund of Export and Import duty in certain cases -Claim for Refund of Duty-Interest on delayed Refunds -Provisional Attachment to protect revenue in certain cases, Indicating Amount of Duty in Price of Goods, Etc., For purpose of Refund-Price of goods to indicate the amount of duty paid thereon. Administration of Rules of Origin under Trade Agreement, Advance Rulings-Authority for Advance Rulings-Application for Advance Ruling-Powers of Authority-Procedure of Authority. [Section 26 to 28M]				
Unit – IV	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 Export Goods - Clearance of goods for home consumption - Clearance of Exported Goods, Payments through Electronic Cash Ledger and Electronic Duty Credit Ledger. [Section 29 to 51B]				
Unit - V	Goods in Transit -Transit and Transhipment of certain goods without payment-Liability of duty on goods transited or transhipped, Warehousing-Licensing of Public, Private, and Special Warehouses -Clearance of Warehoused goods for home consumption and Exportation-Cancellation and return of Warehousing bond, Drawback -Interest on drawback-Prohibition and regulation of drawback. [Section 52 to 76]				

References:

1. Guide to Customs Procedures 2009:10, GururajBn, Centax Publications Pvt Ltd
2. Customs Law Practice and Procedures,V. S. Datey, Taxmann Allied Services Pvt. Ltd., 7th Edition 2010.
3. India Customs, Trade Regulations and Procedures Handbook India Customs, Trade Regulations and Procedures Handbook, IBP USA, International Business Publications, USA, Fourth Edition, 2009.
4. Customs Manual,2023

Related Online Content: 1.https://trade.ec.europa.eu/access-to-markets/en/content/customs-clearance-documents-and-procedures

2. https://www.freightmango.com/blog/what-import-custom-clearance-procedure-india

Course Outcomes		Knowledge Level
CO – 1	A well-organized and streamlined customs administration system is established, ensuring the effective management of customs procedures and regulatory compliance.	K2
CO – 2	Controlled movement of goods across borders is maintained, preventing unauthorized trade and ensuring compliance with import and export regulations.	K2
CO – 3	Awareness among individuals possessing notified goods about the necessity to disclose their storage locations contributes to transparency in trade practices.	K3
CO – 4	Customs duties are accurately assessed on dutiable goods, leading to proper revenue collection for the government.	K4
CO – 5	Transshipment of goods without immediate duty payment facilitates smoother international trade flows and promotes seamless transit operations.	K5

Mapping Course Outcome VS Programme Outcomes

CO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10
CO1	S (3)	S (3)	L (1)	M (2)	L (1)	S (3)	L (1)	M (2)	L (1)	L (1)
CO2	L (1)	L (1)	M (2)	L (1)	L (1)	S (3)	L (1)	M (2)	L (1)	L (1)
CO3	M (2)	M (2)	L (1)	L (1)	M (2)	S (3)	M (2)	M (2)	M (2)	L (1)
CO4	M (2)	M (2)	M (2)	L (1)	M (2)	S (3)	M (2)	M (2)	M (2)	L (1)
CO5	L (1)	L (1)	-	L (1)	M (2)	S (3)	M (2)	M (2)	M (2)	L (1)
W.AV	**1.8**	**1.6**	**1.2**	**1.2**	**1.6**	**3**	**1.6**	**2**	**1.6**	**1**

S – Strong (3), M – Medium (2), L – Low (1)

Mapping Course Outcome VS Programme Specific Outcomes

CO	PSO1	PSO2	PSO3	PSO4	PSO5
CO1	S (3)	S (3)	M (2)	L (1)	L (1)
CO2	M (2)	M (2)	M (2)	M (2)	M (2)
CO3	M (2)	M (2)	M (2)	L (1)	M (2)
CO4	M (2)	L (1)	M (2)	S (3)	M (2)
CO5	M (2)	L (1)	M (2)	S (3)	M (2)
W.AV	**2**	**1.8**	**2**	**2**	**1.8**

S – Strong (3), M – Medium (2), L – Low (1)

V – Semester					
Core	**Course Code: 84752**	**Warehousing and Inventory Management**	**T**	**Credits: 5**	**Hours: 5**
Pre – requisite	To get knowledge in warehousing and inventory management		**Syllabus revised**		**2023 - 24**
Course Objectives	1. To know what is warehouse and needs, types and how to select the warehouse. 2. To know the function and operation of warehouse. 3. To know about centralized and decentralized storage system. 4. To know the role of supply chain management and inventory. 5. To Know the need of warehouse management system.				
Unit – I	Introduction to Warehouse Concepts Decisions and Operations: Introduction-Definition of Warehouse-Need for Warehousing-Selection of Warehouse-Sequence of Warehousing Decisions-Types of Warehouses-Factors determining location of warehouse-Characteristics of Ideal Warehouse.				
Unit - II	Factors affecting number of warehouses-Functions of Warehouse-Warehouse Operations.				
Unit – III	Centralized and Decentralized-Storage Systems-Palletized Storage Systems				
Unit – IV	Introduction to Inventory Management: Role in Supply Chain-Role in Competitive StrategyRole of Inventory Control-Functions of Inventory-Types of Inventory-Inventory Cost-Need to hold Inventory- Mechanics of Inventory Control-Selective Inventory Control-Economic Order Quantity-Just In Time System-Warehouse Management System				
Unit - V	Need of Warehouse Management System-Master Production Scheduling-Material Requirement Planning-Distribution Requirement Planning-Comparison between independent and Dependant Demand Systems-Inventory Records-ABC Inventory Control-Fundamentals of various types of material handling Equipment-Types of Conveyors-Bar Code-Benefits of Bar Coding-Tracking- Inventory Management-Validation-RFID-Principle of RFID-Benefits of RFID-Antenna-Potential Benefits of RFID.				

References:

1. Management Guide to Efficient Money Saving Warehousing, Stephen Frey, Gower, 1982.
2. Warehouse Management and Inventory Control, J P Saxena, Vikas Publication House Pvt Ltd, First Edition, 2003.
3. Warehouse Management: Automation and Organisation Of Warehouse and Order Picking Systems [With CDROM], Michael Ten Hompel, Thorsten Schmidt, Springerverlag, First Edition, 2006.

Related Online Content :1. https://iimm.org/wp-content/uploads/2019/12/Logistics-and Warehousing-Management.pdf

2. https://vpmmpcoe.org/naac/ICT%20TOOLS/pdf-Mech/(Mr.P.V.Bapat)731%20scm%20warehouse%20management-converted-compressed.pdf

Course Outcomes		Knowledge Level
CO – 1	Gain a comprehensive understanding of warehouses	K2
CO – 2	Develop proficiency in explaining the core functions and operational processes that drive warehouse management	K2
CO – 3	Acquire knowledge about both centralized and decentralized storage systems	K3
CO – 4	Appreciate the integral role that supply chain management plays in warehouse operations	K4
CO – 5	Recognize the significance of implementing a Warehouse Management System (WMS) to enhance warehouse efficiency.	K5

Mapping Course Outcome VS Programme Outcomes

CO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10
CO1	S (3)	S (3)	L (1)	M (2)	L (1)	S (3)	L (1)	M (2)	L (1)	L (1)
CO2	L (1)	L (1)	M (2)	L (1)	L (1)	S (3)	L (1)	M (2)	L (1)	L (1)
CO3	S (3)	M (2)	L (1)	L (1)	M (2)	S (3)	M (2)	M (2)	M (2)	L (1)
CO4	M (2)	M (2)	M (2)	L (1)	M (2)	S (3)	M (2)	M (2)	M (2)	L (1)
CO5	L (1)	L (1)	S (3)	L (1)	M (2)	S (3)	M (2)	M (2)	M (2)	L (1)
W.AV	**2**	**1.6**	**1.8**	**1.2**	**1.6**	**3**	**1.6**	**2**	**1.6**	**1**

S – Strong (3), M – Medium (2), L – Low (1)

Mapping Course Outcome VS ProgrammeSpecific Outcomes

CO	PSO1	PSO2	PSO3	PSO4	PSO5
CO1	S (3)	S (3)	M (2)	L (1)	L (1)
CO2	M (2)	M (2)	M (2)	M (2)	M (2)
CO3	M (2)	M (2)	M (2)	L (1)	M (2)
CO4	M (2)	L (1)	M (2)	S (3)	M (2)
CO5	M (2)	L (1)	M (2)	S (3)	M (2)
W.AV	**2**	**1.8**	**2**	**2**	**1.8**

S – Strong (3), M – Medium (2), L – Low (1)

V – Semester					
DSE	**Course Code: 84753**	**Transportation & Distribution Management**	**T**	**Credits: 4**	**Hours: 4**
Pre – requisite	To get knowledge in transportation and distribution management		**Syllabus revised**		**2023 - 24**
Course Objectives	1. Efficient Distribution Channel Design and Management 2. Effective Transportation Strategy Development: 3. Optimized Transportation Performance and Cost Management 4. Effective Transportation Routing and Technology Integration 5. Enhanced Transportation Security and Technology Utilization				
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.				

References:

1. Management of Modern City Transportation System, M Mustafa K KDewan, Deep & Deep
2. Publications Pvt. Ltd., First Edition, 2004.
3. Transportation Management – Imperatives and Best Practices, S. Jaya Krishna, ICFAI University Press, 2007.
4. Marine Transportation Management, Henry S. Marcus, Auburn House Pub. Co.,1986.
5. Management of Transportation, Bardi Edward J., Cengage Learning (Thompson), 6th Edition 2006 [International Edition],

Related Online Content :1. https://slideplayer.com/slide/4695957 2. https://www.coursehero.com/file/102591988/Transporation-and-Logistics-Management-Notesdocx	
Course Outcomes	Knowledge Level
CO – 1	Enhanced visibility and coordination within distribution channels lead to reduced lead times, improved inventory management, and minimized supply chain disruptions. — K2
CO – 2	Well-defined transportation strategies are formulated that align with business goals and customer expectations, ensuring timely and reliable delivery of goods. — K2
CO – 3	Transportation performance metrics and value measures are employed to continuously monitor and improve transportation operations, ensuring on-time deliveries and efficient resource utilization. — K3
CO – 4	Integration of transportation software and advanced fleet — K4
CO – 5	The integration of advanced technologies enhances transportation security measures, reducing the risk of theft, damage, and unauthorized access to goods. — K5

Mapping Course Outcome VS Programme Outcomes

CO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10
CO1	S (3)	S (3)	L (1)	M (2)	L (1)	S (3)	L (1)	M (2)	L (1)	L (1)
CO2	L (1)	L (1)	M (2)	L (1)	L (1)	S (3)	L (1)	M (2)	L (1)	L (1)
CO3	M (2)	M (2)	L (1)	L (1)	M (2)	S (3)	M (2)	M (2)	M (2)	L (1)
CO4	M (2)	M (2)	M (2)	L (1)	M (2)	S (3)	M (2)	M (2)	M (2)	L (1)
CO5	L (1)	L (1)	-	L (1)	M (2)	S (3)	M (2)	M (2)	M (2)	L (1)
W.AV	**1.8**	**1.6**	**1.2**	**1.2**	**1.6**	**3**	**1.6**	**2**	**1.6**	**1**

S – Strong (3), M – Medium (2), L – Low (1)

Mapping Course Outcome VS Programme Specific Outcomes

CO	PSO1	PSO2	PSO3	PSO4	PSO5
CO1	S (3)	S (3)	M (2)	L (1)	L (1)
CO2	M (2)	M (2)	M (2)	M (2)	M (2)
CO3	M (2)	M (2)	M (2)	L (1)	M (2)
CO4	M (2)	L (1)	M (2)	S (3)	M (2)
CO5	M (2)	L (1)	M (2)	S (3)	M (2)
W.AV	**2**	**1.8**	**2**	**2**	**1.8**

S – Strong (3), M – Medium (2), L – Low (1)

V – Semester					
DSE	**Course Code: 84754**	**Organisational Behaviour**	**T**	**Credits: 4**	**Hours: 4**
Pre – requisite	Basic knowledge of activities of an organisation		**Syllabus revised**		**2023 - 24**
Course Objectives	1. On successful completion of this course, the students should have understood Personality, Perception, Motivation, Job-satisfaction, morale, Group dynamics, Leadership traits, Counselling and guidance, etc.				
Unit – I	Importance and scope of organizational psychology – Individual differences - Intelligence tests - Measurement of intelligence - Personality tests - nature, types and uses.				
Unit - II	Perception - Factors affecting perception - Motivation - theories - financial and non-financial motivation - techniques of motivation - Transactional Analysis – Brain storming.				
Unit – III	Job satisfaction - meaning - factors - theories - Management of job satisfaction - Morale - importance - Employee attitude and behaviour and their significance to employee productivity - job enrichment - job enlargement.				
Unit – IV	Hawthorne Experiment - importance - Group Dynamics - Cohesiveness – Cooperation - competition - conflict - Types of Conflict – Resolution of conflict - Sociometry - Group norms - Role - Status – supervision style - Training for supervisions.				
Unit - V	Leadership - types - theories – Trait, Managerial Grid, Fiedder's contingency - Organisational climate - organisational effectiveness – organisational development - counselling and guidance - Importance of counsellor - types of counselling - merits of counselling.				

References:

1. Keith Davis - Human Behaviour at Work
2. Ghos - Industrial Psychology
3. Fred Luthans - Organisational Behaviour
4. L.M. Prasad - Organisational Behaviour
5. Hippo - Organisational Behaviour

Related Online Content :1. https://www.mooc-list.com/tags/organizational-behavior 2.https://www.my-mooc.com/en/mooc/international-leadership-and-organizational-behavior	
Course Outcomes	Knowledge Level
CO – 1	Understand the basic concepts of individual and group behaviour — K2
CO – 2	Discuss various methods of key elements in OB — K4
CO – 3	Analyze the recent trends — K4
CO – 4	Acquire knowledge of OB in business Management — K2
CO – 5	Evaluate the recent trends for better work performance — K5

Mapping Course Outcome VS Programme Outcomes

CO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10
CO1	M (2)	S (3)	M (2)	S (3)	M (2)	S (3)	M (2)	S (3)	L (1)	L (1)
CO2	S (3)	S (3)	S (3)	S (3)	S (3)	S (3)	S (3)	S (3)	L (1)	L (1)
CO3	M (2)	S (3)	M (2)	M (2)	S (3)	S (3)	M (2)	S (3)	M (2)	L (1)
CO4	S (3)	S (3)	M (2)	M (2)	S (3)	S (3)	S (3)	M (2)	M (2)	L (1)
CO5	S (3)	S (3)	S (3)	S (3)	S (3)	S (3)	M (2)	S (3)	M (2)	L (1)
W.AV	**2.6**	**3**	**2.4**	**2.6**	**2.8**	**3**	**2.4**	**2.8**	**1.5**	**1**

S – Strong (3), M – Medium (2), L – Low (1)

Mapping Course Outcome VS Programme Specific Outcomes

CO	PSO1	PSO2	PSO3	PSO4	PSO5
CO1	S (3)	S (3)	M (2)	L (1)	L (1)
CO2	M (2)	M (2)	M (2)	M (2)	M (2)
CO3	M (2)	M (2)	M (2)	L (1)	M (2)
CO4	M (2)	L (1)	M (2)	S (3)	M (2)
CO5	M (2)	L (1)	M (2)	S (3)	M (2)
W.AV	**2**	**1.8**	**2**	**2**	**1.8**

S – Strong (3), M – Medium (2), L – Low (1)

V – Semester					
DSE	**Course Code: 84755**	**E – Logistics**	**T**	**Credits: 4**	**Hours: 4**
Pre – requisite	To Understand E-Logistics Collaboration. To Analyze Future Trends		**Syllabus revised**		**2023 - 24**
Course Objectives	1. To Explore E-Logistics Concepts and digitalization in Shipping 2. To Study E-Logistics Infrastructure. To Examine E-Logistics Processes 3. To Assess Benefits and Challenges. To Learn about E-Logistics Security 4. To Explore E-Logistics Regulations. To Investigate Industry Innovations				
Unit – I	Drivers of Digital Business and Industry - Introduction to digital business and e-commerce, Market place analysis for e-commerce, Managing Digital Business Infrastructure, E-environment and Factors Driving E-Business. Different Models of E-Business. Industry 4.0 and Emerging Trends				
Unit - II	Managing Digital Business Infrastructure Technology and digital business infrastructure components, Focus on Web services, SaaS, cloud computing and service-oriented architecture(SOA), Benefits of web services or SaaS, Application programming interfaces (APIs), Challenges of deploying SaaS, Virtualisation, Service oriented architecture (SOA), Selecting hosting providers, managing service quality when selecting Internet service and cloud hosting providers, Introduction to EDI.				
Unit – III	E-Business Environment Social and legal factors for e-commerce service adoption, Understanding users' access requirements and consumers influence from online channels, Contemporary business demand for digital business services. B2B, B2C, C2C and B2G Models. Privacy and trust in e-commerce, National and International regulations on privacy and electronic communications, Marketing of e-commerce business, Forming an electronic contract (contract law and distance-selling law).Accepting payment. Protecting Intellectual Property (IP).				
Unit – IV	Digital Business Strategy The imperative for digital business strategy, Digital channel strategies, Strategy process models for digital business, Selection of digital business strategy, Competitive environment analysis, Assessing competitive threats, Sell-side and Buy-side threats, Coopetition, Competitor analysis, Resource-advantage mapping, Digital business channel priorities and its diversification, Business, service and revenue models, Marketplace restructuring, Supply chain management capabilities.				
Unit - V	E Procurement and E Logistics Understanding the Procurement process, Participants in different types of e-procurement, Drivers of e-procurement, Benefits of e-procurement, Estimating e-procurement costs, Barriers and risks of e-procurement adoption. Push and Pull Supply Chain, E- Logistics Technologies Advance Ship Notice (ASN), Tracking systems, Satellite global positioning systems (GPS) and geographic information systems (GIS), Bar-coding and scanning, Digital Signature Technology, Wireless Technology – Radio Frequency Identification and Detection (RFID).				

References:

1. Dave Chaffy, Digital Business and E commerce Management – Strategy, Implementation and Practices (Pearson)
2. Gerhard Oswald & Michael Kleinemeier, Shaping the Digital Enterprise: Trends and Use Cases in Digital Innovation and Transformation (Springer)
3. Elias. M. Awad, " Electronic Commerce", Prentice-Hall of India Pvt Ltd.
4. RaviKalakota, Andrew B. Whinston, "Electronic Commerce-A Manager's guide",Addison-Wesley.
5. Efraim Turban, Jae Lee, David King, H.Michael Chung, "Electronic Commerce–AManagerial Perspective", Addison-Wesley

Related Online Content :https://dailylogistic.com/e-logistics/

Course Outcomes		Knowledge Level
CO – 1	Gain a comprehensive understanding of e-maritime logistics in the shipping industry.	K2
CO – 2	Explore the technological infrastructure supporting e-maritime, including communication systems, data exchange platforms, and digital documentation.	K2
CO – 3	Evaluate the advantages of e-maritime, including enhanced efficiency, transparency, and reduced paperwork, while also understanding potential challenges and risks.	K3
CO – 4	Study international regulations and standards governing e-maritime practices, ensuring compliance and uniformity across the industry.	K4
CO – 5	Explore how different stakeholders, including shipping lines, ports, and customs, collaborate through electronic systems to optimize logistics operations.	K5

Mapping Course Outcome VS Programme Outcomes

CO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10
CO1	S (3)	S (3)	L (1)	M (2)	L (1)	S (3)	L (1)	M (2)	L (1)	L (1)
CO2	L (1)	L (1)	M (2)	L (1)	L (1)	S (3)	L (1)	M (2)	L (1)	L (1)
CO3	M (2)	M (2)	L (1)	L (1)	M (2)	S (3)	M (2)	M (2)	M (2)	L (1)
CO4	M (2)	M (2)	M (2)	L (1)	M (2)	S (3)	M (2)	M (2)	M (2)	L (1)
CO5	L (1)	L (1)	-	L (1)	M (2)	S (3)	M (2)	M (2)	M (2)	L (1)
W.AV	**1.8**	**1.6**	**1.2**	**1.2**	**1.6**	**3**	**1.6**	**2**	**1.6**	**1**

S – Strong (3), M – Medium (2), L – Low (1)

Mapping Course Outcome VS ProgrammeSpecific Outcomes

CO	PSO1	PSO2	PSO3	PSO4	PSO5
CO1	S (3)	S (3)	M (2)	L (1)	L (1)
CO2	M (2)	M (2)	M (2)	M (2)	M (2)
CO3	M (2)	M (2)	M (2)	L (1)	M (2)
CO4	M (2)	L (1)	M (2)	S (3)	M (2)
CO5	M (2)	L (1)	M (2)	S (3)	M (2)
W.AV	**2**	**1.8**	**2**	**2**	**1.8**

S – Strong (3), M – Medium (2), L – Low (1)

V – Semester

Core	Course Code: 84756	Business Application Software	P	Credits: 4	Hours: 4
Pre – requisite	To develop Expertise in Computing Fundamentals, Spreadsheets, and Presentations		Syllabus revised		2023 - 24
Course Objectives	1. To develop Proficiency in Utilizing Information Technology Effectively 2. To acquire Skills in Creating Professional Business Documentation 3. To attain Proficiency in Database Creation and Management for Business 4. To learn Foster Effective Email Communication Skills				
Unit – I	INTRODUCTION TO COMPUTER: What is Computer? Basic applications of Computer -Components of Computer: CPU-Input Devices-Output Devices – Memory – Hardware – Software-Operating System – Setting date and time – System Settings – Task Bar icons - Definition of Computer Virus, Types of Viruses, Use of Antivirus software				
Unit - II	MS-WORD: Opening Word Processing Package - Menu Bar - Using The Icons Below Menu Bar – Opening And Closing Document - Saving A Document - Document Creation - Editing Text – Text Selection – Cut, Copy, Paste – Spell Check – Thesaurus - Font And Size Selection – Alignment of Text – Paragraph Indenting - Bullets And Numbering – Changing Case – Draw A Table – Changing Cell Width And Height- Delete/Insertion of Row And Column - Border And Shading - Insert Shapes - Insert Chart – Header & Footer – Insert Page Number – Inserting Pictures, Special Characters – Find and replace - Mail Merge – Creating the main document – Creating data source, adding fields, removing fields- merging documents- Macros- Inserting header and footer- Recording macros.				
Unit – III	MS-EXCEL: Elements of Spread Sheet – Opening of Spread Sheet – Addressing of Cells – Printing of Spread Sheet – Saving Workbooks – Entering Text, Numbers And Date – Creating Text, Number And Date Series – Editing Worksheet Data – Inserting And Deleting Rows, Column – Changing Cell Height And Width – Auto Fill - Using Formulas – Function – Insert Chart – Insert Shape – Merge &Centre – Wrap Text – Auto sum – sort – conditional formatting – smart art – Data. Create a Pivot table.				
Unit – IV	MS-POWER POINT: Opening A PowerPoint Presentation – Saving A Presentation – Creating A Presentation Using A Template – Creating A Blank Presentation – Move, Copy, Duplicate Slides - Entering And Editing Text – Inserting And Deleting Slides – Inserting A Word Table Or An Excel Worksheet – Adding Clip Art Pictures – Inserting Other Objects – Resizing And Scaling An Object – Animations - Viewing A Presentation – Running A Slid Show – Automating A Slid Show.				
Unit - V	Access Basics-Creating a table-entering and adding records-Changing a structure-working with records – Creating forms – establish able relationship using queries to extract information. E-MAIL: Creating an E-Mail – Creating and Sending A New E-Mail – Replying and Forwarding An E-Mail – Sorting and Searching E-Mails – Attaching Documents – Downloading Documents – CC – BCC- mail track.				

References:

1. E. Balagurusamy, “Computing Fundamentals & C Programming” – Tata McGraw-Hill, Second Reprint 2008
2. Sanjay Saxena, “MS-Office”, Vikas Publishing House Private Ltd.
3. PC Software for window madesimplex by R.KTaxali– Tata McGrawHill Publishers Pvt. Ltd.,
4. Quick Course in Micro soft Office Joyce Cox, Polly urban–Galgottia Publications.
5. PCSoftwareforOffice-AutomationbyT.KarthikeyanandDr.C.Muthu-SultanChandand Company

Related Online Content :https://www.slideshare.net/premarhea/business-application-softwarepdf https://www.studocu.com/row/document/jomo-kenyatta-university-of-agriculture-and-technology/business-information-technology/lecture-notes-1-business-applications/25166189		
Course Outcomes		Knowledge Level
CO – 1	Students should demonstrate an understanding of how to effectively utilize information technology in the modernized world.	K2
CO – 2	Students should be able to create business documentation including documents and files using word processing software.	K2
CO – 3	Students should be capable of applying their knowledge of computing fundamentals, specializing in spreadsheets and PowerPoint presentations.	K3
CO – 4	Students should be proficient in creating and managing databases for business activities.	K4
CO – 5	Students should have a strong grasp of creating and sending emails in a professional manner.	K5

Mapping Course Outcome VS Programme Outcomes

CO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10
CO1	S (3)	S (3)	L (1)	M (2)	L (1)	S (3)	L (1)	M (2)	L (1)	L (1)
CO2	L (1)	L (1)	M (2)	L (1)	L (1)	S (3)	L (1)	M (2)	L (1)	L (1)
CO3	M (2)	M (2)	L (1)	L (1)	M (2)	S (3)	M (2)	M (2)	M (2)	L (1)
CO4	M (2)	M (2)	M (2)	L (1)	M (2)	S (3)	M (2)	M (2)	M (2)	L (1)
CO5	L (1)	L (1)	-	L (1)	M (2)	S (3)	M (2)	M (2)	M (2)	L (1)
W.AV	**1.8**	**1.6**	**1.2**	**1.2**	**1.6**	**3**	**1.6**	**2**	**1.6**	**1**

S – Strong (3), M – Medium (2), L – Low (1)

Mapping Course Outcome VS ProgrammeSpecific Outcomes

CO	PSO1	PSO2	PSO3	PSO4	PSO5
CO1	S (3)	S (3)	M (2)	L (1)	L (1)
CO2	M (2)	M (2)	M (2)	M (2)	M (2)
CO3	M (2)	M (2)	M (2)	L (1)	M (2)
CO4	M (2)	L (1)	M (2)	S (3)	M (2)
CO5	M (2)	L (1)	M (2)	S (3)	M (2)
W.AV	**2**	**1.8**	**2**	**2**	**1.8**

S – Strong (3), M – Medium (2), L – Low (1)

SEMESTER –VI

84761 INTERNSHIP & PROJECT VIVA VOCE

Total Semester days: 90
Internship Training: 60 days
Preparation of project: 30 days
A requirement of this program is to complete a period of internship which requires two months(60 days) on the job training during which the students are expected to practice in the workplace those skills they acquired at class, thus gaining valuable 'hands on' experience and exposure to the real nature and environment of the 'world of work'.

The main objectives **of INTERNSHIP** are to:

1. Widen the student's attentiveness of workplace preparation.
2. Provide the student with relevant realistic experience.
3. Establish and maintain contacts between **INSTITUTE** and **EMPLOYERS.**
4. Monitor employers' requirements and adjust services and programs accordingly.
5. Promote final placement for students.

STUDENT ASSESSMENT

Duration: 60 days and should start from VI semester.
Practical viva: To be conducted during the period of VI semester and Internal and External marks should be submitted to University
Viva Date: Viva date will be during VI Semester exam.