

**B.B.A.,  
SHIPPING AND LOGISTICS  
MANAGEMENT**

**SYLLABUS**

**FROM THE ACADEMIC YEAR  
2024 – 2025**

**TAMILNADU STATE COUNCIL FOR HIGHER EDUCATION,  
CHENNAI – 600 005**

**B.B.A.,  
SHIPPING AND LOGISTICS MANAGEMENT**

<b>LEARNING OUTCOMES-BASED CURRICULUM FRAMEWORK GUIDELINES BASED REGULATIONS FOR B.B.A., PROGRAMME</b>	
<b>Programme:</b>	<b>B.B.A., SHIPPING AND LOGISTICS MANAGEMENT</b>
<b>Programme Code:</b>	
<b>Duration:</b>	<b>3 years [UG]</b>

**Programme  
Outcomes:**

**PO1: Disciplinary knowledge:** Capable of demonstrating comprehensive knowledge and understanding of one or more disciplines that form a part of an undergraduate Programme of study

**PO2: Communication Skills:** Ability to express thoughts and ideas effectively in writing and orally; Communicate with others using appropriate media; confidently share one's views and express herself/himself; demonstrate the ability to listen carefully, read and write analytically, and present complex information in a clear and concise manner to different groups.

**PO3: Critical thinking:** Capability to apply analytic thought to a body of knowledge; analyse and evaluate evidence, arguments, claims, beliefs on the basis of empirical evidence; identify relevant assumptions or implications; formulate coherent arguments; critically evaluate practices, policies and theories by following scientific approach to knowledge development.

**PO4: Problem solving: Capacity** to extrapolate from what one has learned and apply their competencies to solve different kinds of non-familiar problems, rather than replicate curriculum content knowledge; and apply one's learning to real life situations.

**PO5: Analytical reasoning:** Ability to evaluate the reliability and relevance of evidence; identify logical flaws and holes in the arguments of others; analyze and synthesize data from a variety of sources; draw valid conclusions and support them with evidence and examples, and addressing opposing viewpoints.

**PO6: Research-related skills:** A sense of inquiry and capability for asking relevant/appropriate questions, problem arising, synthesising and articulating; Ability to recognise cause-and-effect relationships, define problems, formulate hypotheses, test hypotheses, analyse, interpret and draw conclusions from data, establish hypotheses, predict cause-and-effect relationships; ability to plan, execute and report the results of an experiment or investigation

**PO7: Cooperation/Team work:** Ability to work effectively and respectfully with diverse teams; facilitate cooperative or coordinated effort on the part of a group, and act together as a group or a team in the interests of a common cause and work efficiently as a member of a team

**PO8: Scientific reasoning:** Ability to analyse, interpret and draw conclusions from quantitative/qualitative data; and critically evaluate ideas, evidence and experiences from an open-minded and reasoned perspective.

**PO9: Reflective thinking:** Critical sensibility to lived experiences, with self awareness and reflexivity of both self and society.

**PO10 Information/digital literacy:** Capability to use ICT in a variety of learning situations, demonstrate ability to access, evaluate, and use a variety of relevant information sources;

<b>Programme Specific Outcomes:</b>	<p><b>PSO1:</b> To enable students to apply basic microeconomic, macroeconomic and monetary concepts and theories in real life and decision making.</p> <p><b>PSO 2:</b> To sensitize students to various economic issues related to Development, Growth, International Economics, Sustainable Development and Environment.</p> <p><b>PSO 3:</b> To familiarize students to the concepts and theories related to Finance, Investments and Modern Marketing.</p> <p><b>PSO 4:</b> Evaluate various social and economic problems in the society and develop answer to the problems as global citizens.</p> <p><b>PSO 5:</b> Enhance skills of analytical and critical thinking to analyze effectiveness of economic policies.</p>
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	PO 1	PO2	PO3	PO4	PO5	PO6	PO7	PO8
<b>PSO 1</b>	Y	Y	Y	Y	Y	Y	Y	Y
<b>PSO 2</b>	Y	Y	Y	Y	Y	Y	Y	Y
<b>PSO3</b>	Y	Y	Y	Y	Y	Y	Y	Y
<b>PSO 4</b>	Y	Y	Y	Y	Y	Y	Y	Y
<b>PSO 5</b>	Y	Y	Y	Y	Y	Y	Y	Y

**3 – Strong, 2- Medium, 1- Low**

#### **Highlights of the Revamped Curriculum:**

- Student-centric, meeting the demands of industry & society, incorporating industrial components, hands-on training, skill enhancement modules, industrial project, project with viva-voce, exposure to entrepreneurial skills, training for competitive examinations, sustaining the quality of the core components and incorporating application oriented content wherever required.
- The Core subjects include latest developments in the education and scientific front, advanced programming packages allied with the discipline topics, practical training, devising mathematical models and algorithms for providing solutions to industry / real life situations. The curriculum also facilitates peer learning with advanced mathematical topics in the final semester, catering to the needs of stakeholders with research aptitude.
- The General Studies and Mathematics based problem solving skills are included as mandatory components in the ‘Training for Competitive Examinations’ course at the final semester, a first of its kind.
- The curriculum is designed so as to strengthen the Industry-Academia interface and provide more job opportunities for the students.

- The Industrial Statistics course is newly introduced in the fourth semester, to expose the students to real life problems and train the students on designing a mathematical model to provide solutions to the industrial problems.
- The Internship during the second year vacation will help the students gain valuable work experience, that connects classroom knowledge to real world experience and to narrow down and focus on the career path.
- Project with viva-voce component in the fifth semester enables the student, application of conceptual knowledge to practical situations. The state of art technologies in conducting a Explain in a scientific and systematic way and arriving at a precise solution is ensured. Such innovative provisions of the industrial training, project and internships will give students an edge over the counterparts in the job market.
- State-of Art techniques from the streams of multi-disciplinary, cross disciplinary and inter disciplinary nature are incorporated as Elective courses, covering conventional topics to the latest - Artificial Intelligence.

### Value additions in the Revamped Curriculum:

Semester	Newly introduced Components	Outcome / Benefits
I	<p><b>Foundation Course</b> To ease the transition of learning from higher secondary to higher education, providing an overview of the pedagogy of learning Literature and analysing the world through the literary lens gives rise to a new perspective.</p>	<ul style="list-style-type: none"> <li><input type="checkbox"/> Instill confidence among students</li> <li><input type="checkbox"/> Create interest for the subject</li> </ul>
I, II, III, IV	<p><b>Skill Enhancement papers</b> (Discipline centric / Generic / Entrepreneurial)</p>	<ul style="list-style-type: none"> <li><input type="checkbox"/> Industry ready graduates</li> <li><input type="checkbox"/> Skilled human resource</li> <li><input type="checkbox"/> Students are equipped with essential skills to make them employable</li> </ul>
		<ul style="list-style-type: none"> <li><input type="checkbox"/> Training on language and communication skills enable the students gain knowledge and exposure in the competitive world.</li> </ul>
		<ul style="list-style-type: none"> <li><input type="checkbox"/> Discipline centric skill will improve the Technical knowhow of solving real life problems.</li> </ul>
III, IV, V & VI	Elective papers	<ul style="list-style-type: none"> <li><input type="checkbox"/> Strengthening the domain knowledge</li> <li><input type="checkbox"/> Introducing the stakeholders to the State-of Art techniques from the streams of multi-disciplinary, cross disciplinary and inter disciplinary nature</li> <li><input type="checkbox"/> Emerging topics in higher education/ industry/ communication network / health sector etc. are introduced with hands-on-training.</li> </ul>

<b>IV</b>	Elective Papers	<input type="checkbox"/> Exposure to industry moulds students into solution providers <input type="checkbox"/> Generates Industry ready graduates <input type="checkbox"/> Employment opportunities enhanced
<b>V Semester</b>	Elective papers	<input type="checkbox"/> Self-learning is enhanced <input type="checkbox"/> Application of the concept to real situation is conceived resulting in tangible outcome
<b>VI Semester</b>	Elective papers	<input type="checkbox"/> Enriches the study beyond the course. <input type="checkbox"/> Developing a research framework and presenting their independent and intellectual ideas effectively.
<b>Extra Credits: For Advanced Learners / Honors degree</b>		<input type="checkbox"/> To cater to the needs of peer learners / research aspirants
<b>Skills acquired from the Courses</b>		Knowledge, Problem Solving, Analytical ability, Professional Competency, Professional Communication and Transferrable Skill

### Credit Distribution for UG Programmes

Sem I	Credit	H	Sem II	Credit	H	Sem III	Credit	H	Sem IV	Credit	H	Sem V	Credit	H	Sem VI	Credit	H
Part 1. Language – Tamil	3	6	Part..1. Language – Tamil	3	6	Part..1. Language – Tamil	3	6	Part..1. Language – Tamil	3	6	5.1 Core Course – \CC IX	4	5	6.1 Core Course – CC XIII	4	6
Part.2 English	3	6	Part..2 English	3	4	Part..2 English	3	6	Part..2 English	3	6	5.2 Core Course – CC X	4	5	6.2 Core Course – CC XIV	4	6
1.3 Core Course – CC I	5	5	2.3 Core Course – CC III	5	5	3.3 Core Course – CC V	5	4	4.3 Core Course – CC VII Core Industry Module	5	4	5. 3.Core Course CC -XI	4	5	6.3 Core Course – CC XV	4	6
1.4 Core Course – CC II	5	5	2.4 Core Course – CC IV	5	5	3.4 Core Course – CC VI	5	4	4.4 Core Course – CC VIII	5	4	5. 4.Core Course –/ Project with viva-voce CC -XII	3	5	6.4 Elective -VII Generic/ Discipline Specific	3	5
1.5 Elective I Generic/ Discipline Specific	3	4	2.5 Elective II Generic/ Discipline Specific	3	4	3.5 Elective III Generic/ Discipline Specific	3	4	4.5 Elective IV Generic/ Discipline Specific	3	4	5.5 Elective V Generic/ Discipline Specific	3	4	6.5 Elective VIII Generic/ Discipline Specific	3	5
1.6 Skill Enhancement Course SEC-1	2	2	2.6 Skill Enhancement Course SEC-2	1	2	3.6 Skill Enhancement Course SEC-4, (Entrepreneurial Skill)	1	2	4.6 Skill Enhancement Course SEC-5	1	2	5.6 Elective VI Generic/ Discipline Specific	3	4	6.6 Naan Mudhalvan	2	2
1.7 Skill Enhancement -(Foundation Course)	2	2	2.7 Skill Enhancement Course –SEC-3	1	2	3.7 E.V.S.	2	2	4.7 E.V.S	2	2	5.7 Naan Mudhalvan	2	2	6.7 Extension Activity	1	-
			2.8 Naan Mudhalvan	2	2	3.8 Naan Mudhalvan	2	2	4.8 Naan Mudhalvan	2	2	5.8 Internship / Industrial Visit / Field Visit	2	-			
	<b>23</b>	<b>30</b>		<b>23</b>	<b>30</b>		<b>24</b>	<b>30</b>		<b>24</b>	<b>30</b>		<b>25</b>	<b>30</b>		<b>21</b>	<b>30</b>
<b>Total – 140 Credits</b>																	

**Choice Based Credit System (CBCS), Learning Outcomes Based Curriculum Framework (LOCF) Guideline Based Credit and Hours Distribution System for all UG courses including Lab Hours**

**First Year – Semester-I**

<b>Part</b>	<b>List of Courses</b>	<b>Credit</b>	<b>No. of Hours</b>
Part-1	Language – Tamil	3	6
Part-2	English	3	6
Part-3	Core Courses & Elective Courses [in Total]	13	14
Part-4	Skill Enhancement Course SEC-1	2	2
	Foundation Course	2	2
		<b>23</b>	<b>30</b>

**Semester-II**

<b>Part</b>	<b>List of Courses</b>	<b>Credit</b>	<b>No. of Hours</b>
Part-1	Language – Tamil	3	6
Part-2	English	3	4
Part-3	Core Courses & Elective Courses including laboratory [in Total]	13	14
Part-4	Skill Enhancement Course -SEC-2	1	2
	Skill Enhancement Course -SEC-3 (Discipline / Subject Specific)	1	2
	Naan Mudhalvan	2	2
		<b>23</b>	<b>30</b>

**Second Year – Semester-III**

<b>Part</b>	<b>List of Courses</b>	<b>Credit</b>	<b>No. of Hours</b>
Part-1	Language - Tamil	3	6
Part-2	English	3	6
Part-3	Core Courses & Elective Courses including laboratory [in Total]	13	12
Part-4	Skill Enhancement Course -SEC-4 (Entrepreneurial Based)	1	2
	E.V.S	2	2
	Naan Mudhalvan	2	2
		<b>24</b>	<b>30</b>

### Semester-IV

Part	List of Courses	Credit	No. of Hours
Part-1	Language - Tamil	3	6
Part-2	English	3	6
Part-3	Core Courses & Elective Courses including laboratory [in Total]	13	12
Part-4	Skill Enhancement Course -SEC-5 (Discipline / Subject Specific)	1	2
	V.B.E	2	2
	Naan Mudhalvan	2	2
		<b>24</b>	<b>30</b>

### Third Year Semester-V

Part	List of Courses	Credit	No. of Hours
<b>Part-3</b>	Core Courses including Project / Elective Based	21	28
<b>Part-4</b>	Naan Mudhalvan	2	2
	Internship / Industrial Visit / Field Visit	2	-
		<b>25</b>	<b>30</b>

### Semester-VI

Part	List of Courses	Credit	No. of Hours
<b>Part-3</b>	Core Courses including Project / Elective Based & LAB	18	28
<b>Part-4</b>	Extension Activity	1	-
	Naan Mudhalvan	2	2
		<b>21</b>	<b>30</b>

### Consolidated Semester wise and Component wise Credit distribution

Parts	Sem I	Sem II	Sem III	Sem IV	Sem V	Sem VI	Total Credits
<b>Part I</b>	3	3	3	3	-	-	12
<b>Part II</b>	3	3	3	3	-	-	12
<b>Part III</b>	13	13	13	13	22	18	92
<b>Part IV</b>	4	4	3	6	4	1	22
<b>Part V</b>	-	-	-	-	-	2	2
<b>Total</b>	23	23	22	25	26	21	<b>140</b>

**\*Part I, II, and Part III components will be separately taken into account for CGPA calculation and classification for the under graduate programme and the other components. IV, V have to be completed during the duration of the programme as per the norms, to be eligible for obtaining the UG degree.**

<b>Methods of Evaluation</b>		
<b>Internal Evaluation</b>	Continuous Internal Assessment Test	25 Marks
	Assignments	
	Seminars	
	Attendance and Class Participation	
<b>External Evaluation</b>	End Semester Examination	75 Marks
	Total	100 Marks
<b>Methods of Assessment</b>		
<b>Recall (K1)</b>	Simple definitions, MCQ, Recall steps, Concept definitions	
<b>Understand/ Comprehend (K2)</b>	MCQ, True/False, Short essays, Concept explanations, Short summary or overview	
<b>Application (K3)</b>	Suggest idea/concept with examples, Suggest formulae, Solve problems, Observe, Explain	
<b>Analyze (K4)</b>	Problem-solving questions, Finish a procedure in many steps, Differentiate between various ideas, Map knowledge	
<b>Evaluate (K5)</b>	Longer essay/ Evaluation essay, Critique or justify with pros and cons	
<b>Create (K6)</b>	Check knowledge in specific or offbeat situations, Discussion, Debating or Presentations	

SEMESTER I		SUBJECTS	L	T	P	O	Hr s/ we ek	CR EDI T	MAR KS		TOT AL
COURSE COMPONENT									CI A	Ext ern al	
Part I	Paper	Language - Tamil	Y	-	-	-	6	3	25	75	100
Part II	Paper	English	Y	-	-	-	6	3	25	75	100
Part III	Core Paper-I	Principles of Management	Y	-	-	-	5	5	25	75	100
	Core Paper-II	Introduction to logistics Management and Shipping	Y	-	-	-	5	5	25	75	100
	Elective Paper-I	Accounting for Managers	Y	-	-	-	4	3	25	75	100
Part IV	Skill Enhancement course BBA-SEC1 Basics of Event Management		Y	-	-	-	2	2	25	75	100
	Foundation Course BBA FC01- Managerial communication						2	2	25	75	100
Total							30	23			

SEMESTER II		SUBJECTS	L	T	P	O	Hrs /we ek	CR EDI T	MAXMARK		TOT AL
COURSE COMPONENT									CIA	EXT	
Part I	Paper	Language - Tamil	Y	-	-	-	6	3	25	75	100
Part II	Paper	English	Y	-	-	-	4	3	25	75	100
Part III	Core Paper– III	Transportation and Distribution Management	Y	-	-	-	5	5	25	75	100
	Core Paper– IV	Organisational Behaviour	Y	-	-	-	5	5	25	75	100
	Elective -II	Business Regulatory Frame Work	Y	-	-	-	4	3	25	75	100
Part IV	Skill Enhancement course BBA- SEC2 - Managerial Skill Development		Y	-	-	-	2	1	25	75	100
	SEC3 Business Etiquette and Corporate Grooming						2	1	25	75	100
	Naan Mudhalvan *Substitute Paper: Office Management						2	2			
Total							30	23			

**Note:**

\* The Naan Mudhalvan subject paper is a must and compulsory for all the students. It is to be noted that in case any student failed / re-appear in the Naan Mudhalvan semester paper in such occasion the student is to write the substitute paper to clear the arrear.

SEMESTER III		SUBJECTS	L	T	P	O	Hrs/week	CREDIT	MAXMARKS		TOTAL
COURSE COMPONENT									INT	EXT	
Part I	Paper–III	Language – Tamil	Y	-	-	-	6	3	25	75	100
Part II	Paper–III	English	Y	-	-	-	6	3	25	75	100
Part III	Core Paper–V	Marketing Management	Y	-	-	-	4	5	25	75	100
	Core Paper–VI	Port and terminal Management	Y	-	-	-	4	5	25	75	100
	Elective –III	Export and Import Management	Y	-	-	-	4	3	25	75	100
Part IV	Skill Enhancement course SEC 4 Computer Applications in Business (Practical subject)		-	-	Y	-	2	1	50	50	100
	Naan Mudhalvan *Substitute Paper: New Venture Management		Y	-	-	-	2	2	25	75	100
	Environmental Studies		Y	-	-	-	2	2			
	Total						30	24			

**Note:**

\* The Naan Mudhalvan subject paper is a must and compulsory for all the students. It is to be noted that in case any student failed / re-appear in the Naan Mudhalvan semester paper in such occasion the student is to write the substitute paper to clear the arrear.

SEMESTER IV		SUBJECTS	L	T	P	O	Hrs/w eek	CR EDI T	MAXM ARKS		TOTAL
COURSE COMPONENT									CI A	EXT	
Part I	Paper	Language - Tamil	Y	-	-	-	6	3	25	75	100
Part II	Paper	English	Y	-	-	-	6	3	25	75	100
Part III	Core Paper– VII	Business Environment	Y	-	-	-	4	5	25	75	100
	Core Paper– VIII	Customs Procedures	Y	-	-	-	4	5	25	75	100
	Elective Paper–IV	E-logistics	Y	-	-	-	4	3	25	75	100
Part IV	SEC5 Tally		-	-	Y	-	2	1	50	50	100
	Naan Mudhalvan *Substitute Paper: Intellectual Property Rights		Y	-	-	-	2	2	25	75	100
	Value Based Education		Y	-	-	-	2	2	25	75	100
Total							30	24			

**Note:**

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Subject Code	Subject Name	Category	L	T	P	O	Credits	Inst. Hours	Marks		
									CIA	External	Total
	<b>Principles of Management</b>	Core	Y	-	-	-	5	5	25	75	100
<b>Learning Objectives</b>											
CLO1	To impart knowledge about evolution of management										
CLO2	To provide understanding on planning process and importance of decision making in organization										
CLO3	To learn the application of principles in organization										
CLO4	To familiarize students about direction and Co-ordination in Business significance of ethics in business and its implications										
CLO5	To study the process of effective controlling in organization										
UNIT	Details							No. of Hours	Learning Objectives		
I	<b>Management:</b> Definition – Importance – Nature and Scope of Management - Principles - Role and Functions of a Manager – Levels of Management – Principles of Scientific Management							15	CLO1		
II	<b>Planning and Decision Making:</b> Meaning - Nature – Importance – Forms – Types – Steps in Planning – Decision –making –Importance - Process of Decision – making – Types of Decision.							15	CLO2		
III	<b>Organizing:</b> Characteristics - Importance - Types of Organizations – Organization Structure – Departmentalization – Difference between centralization and decentralization – Authority, Delegation, Responsibility - Concepts							15	CLO3		
IV	<b>Direction:</b> Nature - Principles- Purpose of direction - Co-ordination – Need - Type - Techniques - Requisites for excellent Co-ordination							15	CLO4		
V	<b>Controlling:</b> Meaning - Principles - Importance - Characteristics – Control Process - Techniques of Control - Types of Control							15	CLO5		
	<b>Total</b>							<b>75</b>			
<b>Course Outcomes</b>											
Course Outcomes	On completion of this course, students will;							Program Outcomes			
CO1	Describe nature, scope, role, levels, functions and approaches of management							PO5			
CO2	Apply planning and decision making in management							PO2, PO5, PO6, PO8			
CO3	Identify organization structure and various organizing techniques							PO1, PO4			
CO4	Understand Direction, Co-ordination							PO2, PO6			
CO5	Control mechanisms and practices of organisation.							PO3, PO8			

<b>Reading list</b>		
1.	JAF Stoner, Freeman R.E and Daniel R Gilbert “Management”, 6th Edition, Pearson Education, 2004.	
2.	Griffin, T.O., Management, Houghton Mifflin Company, Boston, USA, 2014.	
3	.Stephen A. Robbins & David A. Decenzo & Mary Coulter, “Fundamentals of Management” 7th Edition, Pearson Education, 2011	
4	Stoner, Freeman, Gilbert Jr. (2014). Management (6th edition), New Delhi: Prentice Hall India	
5	Robbins, S., Coulter, M., Sidani, D., and Jamali, D., Management: Arab World Edition, Pearson, 2014.	
<b>Reference Books</b>		
1.	P.C. Tripathi& P.N Reddy; Principles of Management, Sultan Chand& Sons,6th Edition, 2017	
2.	L.M.Prasad; Principles & Practice of Management, Sultan Chand & Sons, 8 th Edition.	
3.	Stephen P. Robbins & Mary Coulter; Management, Pearson Education, 13th Edition, 2017	
4.	Dr.C.B.Gupta; Principles of Management, Sultan Chand& Sons, 3 rd Edition.	
5.	Harold Koontz, Hienz Weihrich, A Ramachandra Aryasri; Principles of Management, McGraw Hill, 2nd edition, 2015	
<b>Web Resources</b>		
1	<a href="https://www.toolshero.com/management/14-principles-of-management/">https://www.toolshero.com/management/14-principles-of-management/</a>	
2	<a href="https://open.umn.edu/opentextbooks/textbooks/693">https://open.umn.edu/opentextbooks/textbooks/693</a>	
3	<a href="https://open.umn.edu/opentextbooks/textbooks/34">https://open.umn.edu/opentextbooks/textbooks/34</a>	
4	<a href="https://openstax.org/subjects/business">https://openstax.org/subjects/business</a>	
5	<a href="https://blog.hubspot.com/marketing/management-principles">https://blog.hubspot.com/marketing/management-principles</a>	
<b>Methods of Evaluation</b>		
<b>Internal Evaluation</b>	Continuous Internal Assessment Test	25 Marks
	Assignments	
	Seminar	
	Attendance and Class Participation	
<b>External Evaluation</b>	End Semester Examination	75 Marks
	Total	100 Marks
<b>Methods of Assessment</b>		
<b>Recall (K1)</b>	Simple definitions, MCQ, Recall steps, Concept definitions	
<b>Understand/ Comprehend (K2)</b>	MCQ, True/False, Short essays, Concept explanations, Short summary or overview	
<b>Application (K3)</b>	Suggest idea/concept with examples, Suggest formulae, Solve problems, Observe, Explain	
<b>Analyze (K4)</b>	Problem-solving questions, Finish a procedure in many steps, Differentiate between various ideas, Map knowledge	
<b>Evaluate (K5)</b>	Longer essay/ Evaluation essay, Critique or justify with pros and cons	
<b>Create (K6)</b>	Check knowledge in specific or offbeat situations, Discussion, Debating or Presentations	

**Mapping with program outcomes**

	<b>PO 1</b>	<b>PO 2</b>	<b>PO 3</b>	<b>PO 4</b>	<b>PO 5</b>	<b>PO 6</b>	<b>PO 7</b>	<b>PO 8</b>
<b>CO 1</b>	M	L	S	S	S	S	M	S
<b>CO 2</b>	M	S	S	S	M	M	L	S
<b>CO 3</b>	M	S	S	M	S	S	M	S
<b>CO 4</b>	S	M	S	S	S	S	L	S
<b>CO 5</b>	M	S	S	S	S	S	M	S

**S –Strong M-Medium L-Low**

**CO-PO Mapping with program specific outcomes ,**

**Level of Correlation between PSO's and CO's**

<b>CO /PO</b>	<b>PSO1</b>	<b>PSO2</b>	<b>PSO3</b>	<b>PSO4</b>	<b>PSO5</b>
<b>CO1</b>	3	3	3	3	3
<b>CO2</b>	3	3	3	3	3
<b>CO3</b>	3	3	3	3	3
<b>CO4</b>	3	3	3	3	3
<b>CO5</b>	3	3	3	3	3
<b>Weightage</b>	15	15	15	15	15
<b>Weighted percentage of Course Contribution to Pos</b>	3.0	3.0	3.0	3.0	3.0

Subject Code	Subject Name	Category	L	T	P	O	Credits	Inst. Hours	Marks		
									CI	External	Total
	<b>Introduction to Logistics Management and Shipping</b>	Core	Y	-	-	-	5	5	25	75	100
<b>Learning Objectives</b>											
CLO1	To analyze the Logistics theories, models and concepts										
CLO2	To apply Import & Export concepts, models and theories through case analysis										
CLO3	To enable the student to explore various dimensions of Shipping Industry										
CLO4	To know the history of Logistics										
CLO5	Associate logistics activities with other business activities										
UNIT	Details							No. of Hours	Learning Objectives		
I	Logistics- Definition - History and Evolution- Objectives- Elements-The work of logistics-Logistics interface with marketing-retails logistics-Emerging concept in logistics.							15	CLO1		
II	Logistics Management - Definition-Achievement of competitive advantage through logistics Framework- Role of Logistics management-Integrated Logistics Management-Evolution of the concept- Process.							15	CLO2		
III	Outsourcing logistics-reasons - Logistics Strategy-Strategic role of logistics-role of logistics managers in strategic decisions- Designing & implementing logistical strategy							15	CLO3		
IV	The reasons for Sea Transport – Introduction – Different Shipping markets – Trades – Ship Registration – Port State Control – Types of Ships -the Dry Cargo Chartering market – Introduction – Chartering.							15	CLO4		
V	Ship Sale & Purchase – Ship Management. Maritime Geography – Introduction – Ports – Accounts – Introduction Capital – Credit- management accounting – Cash Flow- Costs - Fundamentals of English Law– The Contract – Remedies for breach of Contract							15	CLO5		
	<b>Total</b>							<b>75</b>			
<b>Course Outcomes</b>											
Course Outcomes	On completion of this course, students will;							Program Outcomes			
CO1	Discuss about the importance of logistics & its role in the Indian Economy							PO4,PO5,PO6,PO7			

<b>CO2</b>	Summarize various activities of logistics to satisfy the end Customers	PO1,PO2,PO4,PO5,P O6
<b>CO3</b>	Appraise the strategies	PO6,PO7,PO8
<b>CO4</b>	Analyse sea transport	PO1,PO2,PO4
<b>CO5</b>	Evaluate ship management	PO5,PO6,P07,P08
<b>Reading list</b>		
1.	Farahani, R., Rezapour, S. (2011). Logistics Operations and Management: Concepts and Models. Netherlands: Elsevier Science.	
2.	Waters, C. D. J. (2003). Logistics: An Introduction to Supply Chain Management (C. D. J. Waters, Ed.). Palgrave Macmillan	
3	Ghiani, G., Musmanno, R., & Laporte, G. (2013). Introduction to Logistics Systems Management. Wiley.	
4	Chase, R. B., Jacobs, F. R. (2016). Operations and Supply Chain Management: The Core. United Kingdom: McGraw-Hill Education.	
5	Kasilingam, R. G. (2012). Logistics and Transportation: Design and Planning. Netherlands: Springer US.	
<b>Reference Books</b>		
1.	Song, D., Panayides, P. M. (2021). Maritime Logistics: A Guide to Contemporary Shipping and Port Management. India: Kogan Page.	
2.	Lalwani, C., Mangan, J., Calatayud, A. (2020). Global Logistics and Supply Chain Management. United Kingdom: Wiley.	
3.	Supply Chain Management (Indian Case Studies). (2005). India: Dreamtech Press.	
4.	Sarder, M. (2020). Logistics Transportation Systems. Netherlands: Elsevier Science.	
5.	Rowbotham, M. (2014). Introduction to Marine Cargo Management. United Kingdom: Taylor & Francis.	
<b>Web Resources</b>		
1	<a href="https://uh.edu/~lcr3600/simulation/contents.html">https://uh.edu/~lcr3600/simulation/contents.html</a>	
2	<a href="https://link.springer.com/chapter/10.1007/978-1-4615-5277-2_1">https://link.springer.com/chapter/10.1007/978-1-4615-5277-2_1</a>	
3	<a href="https://www.marineinsight.com/maritime-law/what-is-integrated-logistics-management/">https://www.marineinsight.com/maritime-law/what-is-integrated-logistics-management/</a>	
4	<a href="https://resources.coyote.com/source/outsourced-logistics">https://resources.coyote.com/source/outsourced-logistics</a>	
5	<a href="https://www.handybulk.com/dry-cargo-chartering-market/">https://www.handybulk.com/dry-cargo-chartering-market/</a>	
<b>Methods of Evaluation</b>		
<b>Internal Evaluation</b>	Continuous Internal Assessment Test	25 Marks
	Assignments	
	Seminar	
	Attendance and Class Participation	
<b>External Evaluation</b>	End Semester Examination	75 Marks
	Total	100 Marks
<b>Methods of Assessment</b>		
<b>Recall (K1)</b>	Simple definitions, MCQ, Recall steps, Concept definitions	
<b>Understand/ Comprehend (K2)</b>	MCQ, True/False, Short essays, Concept explanations, Short summary or overview	
<b>Application (K3)</b>	Suggest idea/concept with examples, Suggest formulae, Solve problems, Observe, Explain	

<b>Analyze (K4)</b>	Problem-solving questions, Finish a procedure in many steps, Differentiate between various ideas, Map knowledge
<b>Evaluate (K5)</b>	Longer essay/ Evaluation essay, Critique or justify with pros and cons
<b>Create (K6)</b>	Check knowledge in specific or offbeat situations, Discussion, Debating or Presentations

**Mapping with program outcomes**

	<b>PO1</b>	<b>PO2</b>	<b>PO3</b>	<b>PO4</b>	<b>PO5</b>	<b>PO6</b>	<b>PO7</b>	<b>PO8</b>
<b>CO1</b>				S	S		S	S
<b>CO2</b>	S	S		S	S	S		
<b>CO3</b>						S	S	S
<b>CO4</b>	S	S		S				
<b>CO5</b>					S	S	S	S

**CO-PO Mapping (Course Articulation Matrix)**

<b>CO /PO</b>	<b>PSO1</b>	<b>PSO2</b>	<b>PSO3</b>	<b>PSO4</b>	<b>PSO5</b>
<b>CO1</b>	3	3	3	3	3
<b>CO2</b>	3	3	3	3	3
<b>CO3</b>	3	3	3	3	3
<b>CO4</b>	3	3	3	3	3
<b>CO5</b>	3	3	3	3	3
<b>Weightage</b>	15	15	15	15	15
<b>Weighted percentage of Course Contribution to PO's</b>	3.0	3.0	3.0	3.0	3.0

Subject Code	Subject Name	Category	L	T	P	O	Credits	Inst. Hours	Marks		
									CIA	External	Total
	<b>Accounting for Managers</b>	Core	Y	-	-	-	3	4	25	75	100
<b>Learning Objectives</b>											
CLO1	To impart knowledge about basic concepts of accounting its applications										
CLO2	To analyze and interpret financial reports of a company										
CLO3	To understand the gross profit and net profit earned by organization										
CLO4	To foster knowledge on Depreciation of accounts										
CLO5	To understand the procedures of Accounting under Single entry system.										
UNIT	Details						No. of Hours	Learning Objectives			
I	<b>Introduction:</b> Meaning and scope of Accounting, Basic Accounting Concepts and Conventions – Objectives of Accounting – Accounting Transactions – Double Entry Book Keeping – Journal, Ledger, Preparation of Trial Balance						12	CLO1			
II	<b>Subsidiary book</b> – Preparation of cash Book – Bank reconciliation statement – rectification of errors – Suspense account						12	CLO2			
III	<b>Preparation of Final Accounts</b> – Adjustments – Closing stock, outstanding, prepaid and accrued, depreciation, bad and doubtful debts, provision and discount on debtors and creditors, interest on drawings and capital.						12	CLO3			
IV	<b>Depreciation</b> - Definition, causes, methods of depreciation (Straight line, written down and Annuity method)						12	CLO4			
V	<b>Single Entry</b> – Meaning, Features, Defects, Differences between Single Entry and Double Entry System – Statement of Affairs Method – Conversion Method						12	CLO5			
	<b>Total</b>						<b>60</b>				
<b>Course Outcomes</b>											
Course Outcomes	On completion of this course, students will;						Program Outcomes				
CO1	Prepare Journal, ledger, trial balance and cash book						PO2, PO1				
CO2	Classify errors and making rectification entries						PO1				
CO3	Prepare final accounts with adjustments						PO2, PO6				
CO4	To understand depreciation						PO2, PO6				
CO5	Prepare single and double entry system of accounting.						PO6				

<b>Reading List</b>		
1.	Goel.D.K and Shelly Goel, 2018, Financial Accounting, Arya Publications, 2nd edition.	
2.	Jain .S.P &Narang .K, 1999, Financial Accounting, Kalyani Publishers, Ludhiana, 4th edition	
3.	Rakesh Shankar. R &Manikandan.S, Financial Accounting, SCITECH, 3rd edition.	
4.	Shukla&Grewal, 2002, Advanced Accounting, Sultan Chand &Sons,New Delhi, 15th edition.	
5.	Tulsian P.C., 2006, Financial Accounting, Pearson Education	
<b>References Books</b>		
1.	Dr.K.Ganesan & S.Ushena Begam – Accounting for Managers - Volume 1, Charulatha Publications, Chennai	
2.	TS Reddy & amp; A.Murthy; Financial Accounting -Margham Publications , 6th Edition, 2019	
3.	David Kolitz; Financial Accounting – Taylor and Francis group, USA 2017	
4.	M N Arora; Accounting for Management- Himalaya Publications House 2019.	
5.	SN Maheswari; Financial Accounting - Vikas Publishing House, Jan 2018.	
6.	T. Horngren Charles, L. Sundern Gary, A. Elliott John; Introduction to Financial Accounting, Pearson Publications Oct 2017.	
<b>Web Resources</b>		
1.	<a href="https://ebooks.lpude.in/management/mba/term_1/DMGT403_ACCOUNTING_FOR MANAGERS.pdf">https://ebooks.lpude.in/management/mba/term_1/DMGT403_ACCOUNTING_FOR MANAGERS.pdf</a>	
2.	<a href="https://www.drnishikantjha.com/booksCollection/Accounting%20for%20Management%20for%20MBA%20.pdf">https://www.drnishikantjha.com/booksCollection/Accounting%20for%20Management%20for%20MBA%20.pdf</a>	
3.	<a href="https://www.accountingtools.com/articles/2017/5/15/basic-accounting-principles">https://www.accountingtools.com/articles/2017/5/15/basic-accounting-principles</a>	
4.	<a href="https://en.wikipedia.org/wiki/Single-entry_bookkeeping_system">https://en.wikipedia.org/wiki/Single-entry_bookkeeping_system\</a>	
5.	<a href="https://www.profitbooks.net/what-is-depreciation">https://www.profitbooks.net/what-is-depreciation</a>	
<b>Methods of Evaluation</b>		
<b>Internal Evaluation</b>	Continuous Internal Assessment Test	25 Marks
	Assignments	
	Seminar	
	Attendance and Class Participation	
<b>External Evaluation</b>	End Semester Examination	75 Marks
	Total	100 Marks
<b>Methods of Assessment</b>		
<b>Recall (K1)</b>	Simple definitions, MCQ, Recall steps, Concept definitions	
<b>Understand/Comprehend (K2)</b>	MCQ, True/False, Short essays, Concept explanations, Short summary or overview	

<b>Application (K3)</b>	Suggest idea/concept with examples, Suggest formulae, Solve problems, Observe, Explain
<b>Analyze (K4)</b>	Problem-solving questions, Finish a procedure in many steps, Differentiate between various ideas, Map knowledge
<b>Evaluate (K5)</b>	Longer essay/ Evaluation essay, Critique or justify with pros and cons
<b>Create (K6)</b>	Check knowledge in specific or offbeat situations, Discussion, Debating or Presentations

**Mapping with program outcomes**

	<b>PO 1</b>	<b>PO 2</b>	<b>PO 3</b>	<b>PO 4</b>	<b>PO 5</b>	<b>PO 6</b>	<b>PO 7</b>	<b>PO 8</b>
<b>CO 1</b>	M	M	M	M	M	S	L	M
<b>CO 2</b>	S	M	M	M	M	S	L	S
<b>CO 3</b>	S	M	M	M	M	S	L	S
<b>CO 4</b>	S	M	M	M	M	S	L	M
<b>CO 5</b>	S	M	M	M	M	S	L	M

**S-Strong**

**M-Medium**

**L-Low**

**CO-PO Mapping with program specific outcomes (Course Articulation Matrix)**

**Level of Correlation between PSO's and CO's**

<b>CO /PO</b>	<b>PSO1</b>	<b>PSO2</b>	<b>PSO3</b>	<b>PSO4</b>	<b>PSO5</b>
<b>CO1</b>	3	3	3	3	3
<b>CO2</b>	3	3	3	3	3
<b>CO3</b>	3	3	3	3	3
<b>CO4</b>	3	3	3	3	3
<b>CO5</b>	3	3	3	3	3
<b>Weightage</b>	15	15	15	15	15
<b>Weighted percentage of Course Contribution to Pos</b>	3.0	3.0	3.0	3.0	3.0

Subject Code	Subject Name	Category	L	T	P	O	Credits	Inst. Hours	Marks			
									CIA	External	Total	
	<b>Basics of Event Management</b>	SEC	Y	-	-	-	2	2	25	75	100	
<b>Learning Objectives</b>												
CLO1	To know the basic of event management its concepts											
CLO2	To make an event design											
CLO3	To make feasibility analysis for event.											
CLO4	To understand the 5 Ps of Event Marketing											
CLO5	To know the financial aspects of event management and its promotion											
UNIT	Details							No. of Hours	Learning Objectives			
I	<b>Introduction:</b> Event Management – Definition, Need, Importance, Activities.							6	CLO1			
II	<b>Concept and Design of Events:</b> Event Co-ordination, Developing &, Evaluating event concept – Event Design							6	CLO2			
III	<b>Event Feasibility:</b> Resources – Feasibility, SWOT Analysis							6	CLO3			
IV	<b>Event Planning &amp; Promotion</b> – Marketing & Promotion – 5Ps of Event Marketing – Product, Price, Place, Promotion, Public Relations							6	CLO4			
V	<b>Event Budget</b> – Financial Analysis – Event Cost – Event Sponsorship							6	CLO5			
	<b>Total</b>							<b>30</b>				
<b>Course Outcomes</b>												
Course Outcomes	On completion of this course, students will;							Program Outcomes				
CO1	To understand basics of event management							PO1, PO6				
CO2	To design events							PO5, PO6				
CO3	To study feasibility of organising an event							PO2, PO6				
CO4	To gain Familiarity with marketing & promotion of event							PO6				
CO5	To develop event budget							PO6, PO8				
<b>Reading List</b>												
1.	Event Management: A Booming Industry and an Eventful Career by Devesh Kishore, Ganga Sagar Singh - Har-Anand Publications Pvt. Ltd.											
2.	Event Management by Swarup K. Goyal - Adhyayan Publisher - 2009											
3.	Event Management & Public Relations by Savita Mohan - Enkay Publishing House											
4	Event Planning - The ultimate guide - Public Relations by S.J. Sebellin Ross											
5	Event Management By Lynn Van Der Wagen & Brenda R Carlos, Pearson Publishers											
<b>References Books</b>												
1.	Event Management By Chaudhary, Krishna, Bio-Green Publishers											
2.	Successful Event Management By Anton Shone & Bryn Parry											
3.	Event management, an integrated & practical approach By Razaq Raj, Paul											

	Walters & Tahir Rashid	
4.	Event Planning Ethics and Etiquette: A Principled Approach to the Business of Special Event Management by Judy Allen , Wiley Publishers	
5.	Event Planning: Management & Marketing For Successful Events: Management & Marketing for Successful Events: Become an Event Planning Pro & Create a Successful Event Series by Alex Genadinik Create Space Independent Publishing Platform, 2015	
<b>Web Resources</b>		
1.	<a href="https://ebooks.lpude.in/management/bba/term_5/DMGT304_EVENT_MANAGEMENT.pdf">https://ebooks.lpude.in/management/bba/term_5/DMGT304_EVENT_MANAGEMENT.pdf</a>	
2	https://www.inderscience.com/jhome.php?jcode=ijhem International Journal of Hospitality & Event Management	
3	https://www.emeraldgrouppublishing.com/journal/ijefm International Journal of Event and Festival Management	
4	<a href="https://www.eventbrite.com/blog/?s=roundup">https://www.eventbrite.com/blog/?s=roundup</a>	
5	https://www.eventindustrynews.com/	
<b>Methods of Evaluation</b>		
<b>Internal Evaluation</b>	Continuous Internal Assessment Test	25 Marks
	Assignments	
	Seminar	
	Attendance and Class Participation	
<b>External Evaluation</b>	End Semester Examination	75 Marks
	Total	100 Marks
<b>Methods of Assessment</b>		
<b>Recall (K1)</b>	Simple definitions, MCQ, Recall steps, Concept definitions	
<b>Understand/ Comprehend (K2)</b>	MCQ, True/False, Short essays, Concept explanations, Short summary or overview	
<b>Application (K3)</b>	Suggest idea/concept with examples, Suggest formulae, Solve problems, Observe, Explain	
<b>Analyze (K4)</b>	Problem-solving questions, Finish a procedure in many steps, Differentiate between various ideas, Map knowledge	
<b>Evaluate (K5)</b>	Longer essay/ Evaluation essay, Critique or justify with pros and cons	
<b>Create (K6)</b>	Check knowledge in specific or offbeat situations, Discussion, Debating or Presentations	

**Mapping with program outcomes**

**S-Strong      M-Medium      L-Low**

**CO-PO Mapping (Course Articulation Matrix)**

**Level of Correlation between PSO's and CO's**

	<b>PO 1</b>	<b>PO 2</b>	<b>PO 3</b>	<b>PO 4</b>	<b>PO 5</b>	<b>PO 6</b>	<b>PO 7</b>	<b>PO 8</b>
<b>CO 1</b>	M	S	S	S	M	S	S	S
<b>CO 2</b>	M	S	S	S	M	S	S	S
<b>CO 3</b>	S	M	S	S	S	S	S	M
<b>CO 4</b>	S	M	S	S	S	S	S	S
<b>CO 5</b>	M	S	S	S	M	S	S	S

<b>CO/PO</b>	<b>PSO 1</b>	<b>PSO 2</b>	<b>PSO 3</b>	<b>PSO 4</b>	<b>PSO 5</b>
<b>CO 1</b>	3	3	3	3	3
<b>CO 2</b>	3	3	3	3	3
<b>CO 3</b>	3	3	3	3	3
<b>CO 4</b>	3	3	3	3	3
<b>CO 5</b>	3	3	3	3	3
<b>Weightage</b>	15	15	15	15	15
<b>Weighted Percentage of Course Contribution to Pos</b>	3.0	3.0	3.0	3.0	3.0

Subject Code	Subject Name	Category	L	T	P	O	Credits	Inst. Hours	Marks		
									CIA	External	Total
	<b>Managerial Communication</b>	Core	Y	-	-	-	2	2	25	75	100
<b>Course Objectives</b>											
CLO1	To educate students role & importance of communication skills										
CLO2	To build their listening, reading, writing & speaking communication skills.										
CLO3	To introduce the modern communication for managers.										
CLO4	To understand the skills required for facing interview										
CLO5	To facilitate the students to understand the concept of Communication.										
UNIT	Details							No. of Hours	Course Objectives		
I	<b>Introduction:</b> Definition – Methods – Types – Principles of effective Communication – Barriers to Communication							6	CLO1		
II	<b>Business Letter</b> – Layout- Kinds of Business Letters, offer, acceptance – Enquiry, replies, Order, Sales, and circulars							6	CLO2		
III	<b>Job Application</b> , Resume writing and interviews - Interviews- Direct, telephonic & Virtual interviews- Group discussion – Presentation skills – body language							6	CLO3		
IV	<b>Reports</b> - Communication through Reports – Agenda- Minutes of Meeting							6	CLO4		
V	<b>Modern Forms of Communication:</b> podcasts, Email, virtual meetings – Websites and their use in Business							6	CLO5		
	<b>Total</b>							<b>30</b>			
<b>Course Outcomes</b>											
Course Outcomes	On completion of this course, students will;							Program Outcomes			
<b>CO1</b>	Understand communication process and its barriers.							PO1,PO2,PO3,PO4, PO8			
<b>CO2</b>	Develop business letters in different scenarios							PO1,PO2,PO3,PO4, PO5,PO6			
<b>CO3</b>	Develop oral communication skills & conducting interviews							PO2,PO3,PO4,PO5, PO6,PO7			
<b>CO4</b>	Use managerial writing for business communication							PO1,PO2,PO4,PO5, PO6,PO8			
<b>CO5</b>	Identify usage of modern communication tools & its significance for managers							PO3,PO4,PO5,PO6, PO7,PO8			
<b>Reading List</b>											
1.	Krishan Mohan & Meena Banerji, Developing Communication Skills, Macmillan India Ltd, 2008										
2.	Mallika Nawal –Business Communication – CENGAGE										
3.	Bovee, Thill, Schatzman, Business Communication Today - Peason Education Private Ltd - New Delhi.										
4.	Michael Brown, Making Presentation Happen, Allen & Unwin, Australia, 2008										
5.	Sundar K.A, Business communication Vijay Nicole imprints Pvt. Ltd., Chennai.										

<b>References Books</b>		
1.	Rajendra Paul & J S Kovalahalli, Essentials of Business Communication, Sultan Chand & Sons, New Delhi, 2017	
2.	Dr. C B Gupta, Basic Business Communication, Sultan Chand & Sons, New Delhi, 2017	
3.	R C Sharma & Krishan Mohan, Business Correspondance and Report Writing, Mc Graw Hill, India Pvt Ltd., New Delhi, 2006	
4.	Kevin Galaagher, Skills Development for Business and Management Students, Oxford University Press, Delhi, 2010	
5.	R C Bhatia, Business Communication, Ane Books Pvt Ltd., Delhi, 2015	
<b>Web Resources</b>		
1.	<a href="https://www.managementstudyguide.com/business_communication.html">https://www.managementstudyguide.com/business_communication.html</a>	
2.	<a href="https://studiousguy.com/business-communication/">https://studiousguy.com/business-communication/</a>	
3.	<a href="https://www.oercommons.org/curated-collections/469">https://www.oercommons.org/curated-collections/469</a>	
4.	<a href="https://www.scu.edu/mobi/business-courses/starting-a-business/session-8-communication-tools/">https://www.scu.edu/mobi/business-courses/starting-a-business/session-8-communication-tools/</a>	
5.	<a href="https://open.umn.edu/opentextbooks/textbooks/8">https://open.umn.edu/opentextbooks/textbooks/8</a>	
<b>Methods of Evaluation</b>		
<b>Internal Evaluation</b>	Continuous Internal Assessment Test	25 Marks
	Assignments	
	Seminar	
	Attendance and Class Participation	
<b>External Evaluation</b>	End Semester Examination	75 Marks
	Total	100 Marks
<b>Methods of Assessment</b>		
<b>Recall (K1)</b>	Simple definitions, MCQ, Recall steps, Concept definitions	
<b>Understand/ Comprehend (K2)</b>	MCQ, True/False, Short essays, Concept explanations, Short summary or overview	
<b>Application (K3)</b>	Suggest idea/concept with examples, Suggest formulae, Solve problems, Observe, Explain	
<b>Analyze (K4)</b>	Problem-solving questions, Finish a procedure in many steps, Differentiate between various ideas, Map knowledge	
<b>Evaluate (K5)</b>	Longer essay/ Evaluation essay, Critique or justify with pros and cons	
<b>Create (K6)</b>	Check knowledge in specific or offbeat situations, Discussion, Debating or Presentations	

**Mapping with program outcomes**

	<b>PO 1</b>	<b>PO 2</b>	<b>PO 3</b>	<b>PO 4</b>	<b>PO 5</b>	<b>PO 6</b>	<b>PO 7</b>	<b>PO 8</b>
<b>CO 1</b>	S	S	M	S	M	S	S	S
<b>CO 2</b>	S	S	S	S	S	S	M	M
<b>CO 3</b>	M	S	S	S	S	S	S	M
<b>CO 4</b>	S	S	M	S	S	S	M	S
<b>CO 5</b>	M	M	S	S	S	S	S	S

**S-Strong**

**M-Medium**

**L-Low**

**CO-PO Mapping with program specific outcomes (Course Articulation Matrix)**

**Level of Correlation between PSO's and CO's**

<b>CO /PO</b>	<b>PSO1</b>	<b>PSO2</b>	<b>PSO3</b>	<b>PSO4</b>	<b>PSO5</b>
<b>CO1</b>	3	3	3	3	3
<b>CO2</b>	3	3	3	3	3
<b>CO3</b>	3	3	3	3	3
<b>CO4</b>	3	3	3	3	3
<b>CO5</b>	3	3	3	3	3
<b>Weightage</b>	15	15	15	15	15
<b>Weighted percentage of Course Contribution to Pos</b>	3.0	3.0	3.0	3.0	3.0

Subject Code	Subject Name	Category	L	T	P	O	Credits	Inst. Hours	Marks			
									CIA	External	Total	
	<b>Transportation and Distribution Management</b>	Core	Y	-	-	-	5	5	25	75	100	
<b>Learning Objectives</b>												
CLO1	To explore the fundamental concepts of transportation and distribution management											
CLO2	To gain knowledge in network planning											
CLO3	To Make use of the advantages and disadvantages of the various models.											
CLO4	To Gain well verse knowledge on vehicle routing and scheduling.											
CLO5	To be well versed in the application of IT in transportation and distribution management.											
UNIT	Details							No. of Hours	Learning Objectives			
I	Role of Distribution in Supply Chain – Designing Distribution Channels							15	CLO1			
II	Distribution Networks – Factors Influencing Distribution Network Decisions – Network Design & Optimization Approach and Techniques							15	CLO2			
III	Role of Transportation in Supply Chain – Factors influencing Transportation Decisions – Modes of Transportation – Transportation mode Selection Process. Transportation Principles and Participants - Characteristics and Selection							15	CLO3			
IV	Transportation Performance, Costs and Value Measures – Factors driving Transportation Costs – Categories of Transportation Costs – Transportation Routing Decisions							15	CLO4			
V	Transit Operation Software – Benefits of Transportation Software – Advanced Fleet Management System – Inter modal Freight Technology – Transportation Security Initiatives and Role of Technology							15	CLO5			
	<b>Total</b>							<b>75</b>				
<b>Course Outcomes</b>												
Course Outcomes	On completion of this course, students will;							Program Outcomes				
CO1	Gain knowledge about the distribution requirements planning							PO1,PO2,PO4,PO6				
CO2	Develop the various distribution network models							PO1,PO4,PO6,PO7, PO8				
CO3	Make use of the advantages and disadvantages of the various models.							PO2,PO3,PO4,PO6,-07,PO8				
CO4	Gain well verse knowledge on vehicle routing and scheduling.							P06,PO7				

<b>CO5</b>	Application of IT in transportation and distribution management.	PO6,PO7,PO8
<b>Reading list</b>		
1.	Raghuram and N. Rangaraj, Logistics and Supply chain Management – Leveraging Mathematical and Analytical Models: Cases and Concepts, New Delhi: Macmillan, 2000.	
2.	Janat Shah, Supply Chain Management, Pearson Education India, 2009.	
3	David Lowe, Lowe's Transport Manager's and Operator's Handbook 2019	
4	Satish K Kapoor, Basics of Distribution Management, A Logistical Approach, PHI Learning	
5	Naveen K Singh, Transportation and Logistics Operations and Management, Bio-Green Books	
<b>Reference Books</b>		
1.	Sunil Choprra, Peter Meindl, Supply Chain Management: Strategy, Planning, and Operation, Pearson, 2010.	
2.	Michael B Stroh, Practical Guide to Transportation and Logistics, Logistics Network, 2006.	
3.	Alan Rushton, John Oxley, Handbook of Logistics & Distribution Management, Kogan Page Publishers, 2000.	
4.	Bernd Lauterbach, transportation Management with SAP, Sap Pr America	
5.	Subrata Chattopadhyay, transport management, Everest Publishing House	
<b>Web Resources</b>		
1	<a href="https://egyankosh.ac.in/bitstream/123456789/72288/1/Unit-7.pdf">https://egyankosh.ac.in/bitstream/123456789/72288/1/Unit-7.pdf</a>	
2	<a href="https://www.itf-oecd.org/sites/default/files/docs/02logisticse.pdf">https://www.itf-oecd.org/sites/default/files/docs/02logisticse.pdf</a>	
3	<a href="https://ocw.mit.edu/courses/esd-260j-logistics-systems-fall-2006/3a09fc7ee1175120b31399b1ce06b175_lect21.pdf">https://ocw.mit.edu/courses/esd-260j-logistics-systems-fall-2006/3a09fc7ee1175120b31399b1ce06b175_lect21.pdf</a>	
4	<a href="https://corporatefinanceinstitute.com/resources/valuation/distribution-management/">https://corporatefinanceinstitute.com/resources/valuation/distribution-management/</a>	
5	<a href="https://www.investopedia.com/terms/d/distribution-management.asp">https://www.investopedia.com/terms/d/distribution-management.asp</a>	
<b>Methods of Evaluation</b>		
<b>Internal Evaluation</b>	Continuous Internal Assessment Test	25 Marks
	Assignments	
	Seminar	
	Attendance and Class Participation	
<b>External Evaluation</b>	End Semester Examination	75 Marks
	Total	100 Marks
<b>Methods of Assessment</b>		
<b>Recall (K1)</b>	Simple definitions, MCQ, Recall steps, Concept definitions	
<b>Understand/ Comprehend (K2)</b>	MCQ, True/False, Short essays, Concept explanations, Short summary or overview	
<b>Application (K3)</b>	Suggest idea/concept with examples, Suggest formulae, Solve problems, Observe, Explain	
<b>Analyze (K4)</b>	Problem-solving questions, Finish a procedure in many steps, Differentiate between various ideas, Map knowledge	
<b>Evaluate (K5)</b>	Longer essay/ Evaluation essay, Critique or justify with pros and cons	
<b>Create (K6)</b>	Check knowledge in specific or offbeat situations, Discussion, Debating or Presentations	

**Mapping with program outcomes**

	<b>PO1</b>	<b>PO2</b>	<b>PO3</b>	<b>PO4</b>	<b>PO5</b>	<b>PO6</b>	<b>PO7</b>	<b>PO8</b>
<b>CO1</b>	S	S	M	S	M	S	L	M
<b>CO2</b>	L	S	S	S		S	S	S
<b>CO3</b>	S	S	S	S	M	S	S	M
<b>CO4</b>		L	M	M		S	S	M
<b>CO5</b>			M	M		S	S	S

**CO-PO Mapping (Course Articulation Matrix)**

<b>CO /PO</b>	<b>PSO1</b>	<b>PSO2</b>	<b>PSO3</b>	<b>PSO4</b>	<b>PSO5</b>
<b>CO1</b>	3	3	3	3	3
<b>CO2</b>	3	3	3	3	3
<b>CO3</b>	3	3	3	3	3
<b>CO4</b>	3	3	3	3	3
<b>CO5</b>	3	3	3	3	3
<b>Weightage</b>	15	15	15	15	15
<b>Weighted percentage of Course Contribution to PO's</b>	3.0	3.0	3.0	3.0	3.0

Subject Code	Subject Name	Category	L	T	P	O	Credits	Inst. Hours	Marks			
									CIA	External	Total	
	<b>Organizational Behaviour</b>	Specific Elective	Y	-	-	-	5	5	25	75	100	
<b>Learning Objectives</b>												
CLO1	To have extensive knowledge on OB and the scope of OB.											
CLO2	To create awareness of Individual Behaviour.											
CLO3	To enhance the understanding of Group Behaviour											
CLO4	To know the basics of Organisational Culture and Organisational Structure											
CLO5	To understand Organisational Change, Conflict and Power											
UNIT	Details							No. of Hours	Learning Objectives			
I	<b>Introduction</b> : Concept of Organizational Behavior (OB): Nature, Scope and Role of OB: Disciplines that contribute to OB							15	CLO1			
II	<b>Individual Behaviour:</b> 1. Learning and attitude - Concept of learning, conditioning, shaping and reinforcement. Concept of attitude, components, behavior and attitude. 2. Motivation : Concept; Theories (Hierarchy of needs, X and Y, Two factor							15	CLO2			
III	<b>Personality and Values</b> : Concept of personality; Myers-Briggs Type Indicator (MBTI); Big Five model. Relevance of values; factors affecting perception.							15	CLO3			
IV	<b>Group Behaviour</b> : 1. Groups and Work Teams : Concept : Five Stage model of group development; 2. Leadership : Concept and theories - Styles - Behavioral theories and contingency theories.							15	CLO4			
V	<b>Organisational Culture And Change:</b> - Concept of culture - Forces of change, planned change, Resistance, Steps to overcoming resistance							15	CLO5			
								<b>75</b>				
Course Outcomes	On Completion of the course the students will							Program Outcomes				
CO1	To define Organisational Behaviour, Understand the opportunity through OB.							PO1, PO2, PO6, PO7				
CO2	To apply self-awareness, motivation, leadership and learning theories at workplace.							PO2, PO4. PO5, PO6				
CO3	To analyze the complexities and solutions of group behaviour.							PO1, PO2, PO4, PO5, PO6				
CO4	To impact and bring positive change in the culture of the organisation.							PO2, PO3, PO4 PO5, PO8				
CO5	To create a congenial climate in the organization.							PO1, PO2, PO5 PO6, PO8				

<b>Reading List</b>		
1.	Neharika Vohra Stephen P. Robbins, Timothy A. Judge , <i>Organizational Behaviour</i> , Pearson Education, 18 <sup>th</sup> Edition, 2022.	
2.	Fred Luthans, <i>Organizational Behaviour</i> , Tata Mc Graw Hill, 2017.	
3.	Ray French, Charlotte Rayner, Gary Rees & Sally Rumbles, <i>Organizational Behaviour</i> , John Wiley & Sons, 2011	
4.	Louis Bevoc, Allison Shearsett, Rachael Collinson, <i>Organizational Behaviour Reference</i> , Nutri Niche System LLC (28 April 2017)	
5.	Dr. Christopher P. Neck, Jeffery D. Houghton and Emma L. Murray, <i>Organizational Behaviour: A Skill-Building Approach</i> , SAGE Publications, Inc; 2nd edition (29 November 2018).	
<b>References Books</b>		
1.	Uma Sekaran, <i>Organizational Behaviour Text &amp; cases</i> , 2 <sup>nd</sup> edition, Tata McGraw Hill Publishing CO. Ltd	
2.	Gangadhar Rao, Narayana, V.S.P Rao, <i>Organizational Behaviour</i> 1987, Reprint 2000, Konark Publishers Pvt. Ltd, 1 <sup>st</sup> edition	
3.	S.S. Khanka, <i>Organizational Behaviour</i> , S. Chand & Co, New Delhi.	
4.	J. Jayasankar, <i>Organizational Behaviour</i> , Margham Publications, Chennai, 2017.	
5.	John Newstrom, <i>Organizational Behaviour: Huma Behaviour at Work</i> , McGraw Hill Education; 12th edition (1 July 2017)	
<b>Web Resources</b>		
1	<a href="https://www.iedunote.com/organizational-behavior">https://www.iedunote.com/organizational-behavior</a>	
2	<a href="https://www.london.edu/faculty-and-research/organisational-behaviour">https://www.london.edu/faculty-and-research/organisational-behaviour</a>	
3	Journal of Organizational Behavior on JSTOR	
4	International Journal of Organization Theory & Behavior   Emerald Publishing	
5	<a href="https://2012books.lardbucket.org/pdfs/an-introduction-to-organizational-behavior-v1.1.pdf">https://2012books.lardbucket.org/pdfs/an-introduction-to-organizational-behavior-v1.1.pdf</a>	
<b>Methods of Evaluation</b>		
<b>Internal Evaluation</b>	Continuous Internal Assessment Test	25 Marks
	Assignments	
	Seminars	
	Attendance and Class Participation	
<b>External Evaluation</b>	End Semester Examination	75 Marks
	Total	100 Marks
<b>Methods of Assessment</b>		
<b>Recall (K1)</b>	Simple definitions, MCQ, Recall steps, Concept definitions	
<b>Understand/ Comprehend (K2)</b>	MCQ, True/False, Short essays, Concept explanations, Short summary or overview	
<b>Application (K3)</b>	Suggest idea/concept with examples, Suggest formulae, Solve problems, Observe, Explain	
<b>Analyze (K4)</b>	Problem-solving questions, Finish a procedure in many steps, Differentiate between various ideas, Map knowledge	
<b>Evaluate (K5)</b>	Longer essay/ Evaluation essay, Critique or justify with pros and cons	
<b>Create (K6)</b>	Check knowledge in specific or offbeat situations, Discussion, Debating or Presentations	

**Mapping with program outcomes**

	<b>PO 1</b>	<b>PO 2</b>	<b>PO 3</b>	<b>PO 4</b>	<b>PO 5</b>	<b>PO 6</b>	<b>PO 7</b>	<b>PO 8</b>
<b>CO 1</b>	M	S	M	M	S	S	M	M
<b>CO 2</b>	S	S	M	S	S	S	M	S
<b>CO 3</b>	S	M	M	M	S	S	M	S
<b>CO 4</b>	S	S	M	M	S	S	M	M
<b>CO 5</b>	S	S	M	M	S	S	M	M

**S-Strong                  M-Medium                  L-Low**

**CO-PO Mapping with Programme Specific Outcomes (Course Articulation Matrix):  
Level of Correlation between PSO's and CO's**

<b>CO/PO</b>	<b>PSO 1</b>	<b>PSO 2</b>	<b>PSO 3</b>	<b>PSO 4</b>	<b>PSO 5</b>
<b>CO 1</b>	3	3	3	3	3
<b>CO 2</b>	3	3	3	3	3
<b>CO 3</b>	3	3	3	3	3
<b>CO 4</b>	3	3	3	3	3
<b>CO 5</b>	3	3	3	3	3
<b>Weightage</b>	15	15	15	15	15
<b>Weighted Percentage of Course Contribution to Pos</b>	3.0	3.0	3.0	3.0	3.0

Subject Code	Subject Name	Category	L	T	P	O	Credits	Inst. Hours	Marks			
									CIA	External	Total	
	<b>BUSINESS REGULATORY FRAME WORK</b>	Core	Y	-	-	-	3	4	25	75	100	
<b>Course Objectives</b>												
CLO1	Explain Indian Contracts Act											
CLO2	Understand Sales of goods act& contract of agency											
CLO3	Understand Indian Companies Act 1956											
CLO4	Understand Consumer Protection Act – RTI											
CLO5	Understand Cyber law											
UNIT	Details							No. of Hours	Learning Objectives			
I	Indian Contracts Act 1872 - Essentials - Offer and Acceptance - Consideration - Capacity of the parties							12	CLO1			
II	Special Contract - Indemnity and Guarantee - Bailment and Pledge							12	CLO2			
III	Brief outline of Indian Companies Act 1956.- kinds-formation-MOA-AOA - Appointment of Directors-Duties-Meeting- Resolutions -Winding up							12	CLO3			
IV	Consumer Protection Act –Definitions (Sec 2) - Consumer protection council (Chapter II, Secs 4 to 8) - Consumer Disputes Redressal Agencies (Chapter III, 9 to 27) - Consumer Disputes Redressal Forum (The District Forum - (Secs. 10 to 15) - Consumer Disputes Redressal Commission (The State Commission - Secs 16 to 19) - National Consumer Disputes Redressal Commission (National Commission - Secs 20 to 23)							12	CLO4			
V	Sale of Goods Act 1930 - Essentials -The Price - Difference between Sale and agreement to sell - Difference between Sale and Hire purchase agreement - Formation of a contract of a sale - kinds of goods - rights of an unpaid seller							12	CLO5			
								<b>60</b>				
Course Outcomes	On Completion of the course the students will							Program Outcomes				
CO1	Explain Indian Contracts Act							PO1,PO3,PO6,PO8				
CO2	Understand Sales of goods act and Contract of Agency							PO1,PO2,PO3,PO4, PO5,PO8				
CO3	Understand Indian Companies Act 1956							PO3,PO4,PO6,PO8				
CO4	Understand Consumer Protection Act – RTI							PO1,PO2,PO3,PO6, PO7,PO8				
CO5	Understand Cyber law							PO1,PO3,PO6,PO7, PO8				

<b>Reading List</b>		
1	Tulsian.P.C Business Law (2018) Third Edition, McGraw Hill Publications	
2	Pillai R S N, Bhagavati, Business Law, Third Edition, Sultan Chand	
3	N D Kapoor(2019), Elements of Merchantile Law, Sultan Chand & Sons	
4	Constitutional Law – Dr. M.R. Sreenivasan & Ananda Krishna Deshkulkarni	
5	Business Law (Commercial Law) – Dr. M.R. Sreenivasan	
<b>References Books</b>		
1	Business Regulatory Framework, Sahitya Bhawan Publications. Revised, 2022.	
2	Business Regulatory Framework, <u>Garg K.C., Sareen V.K., Sharma Mukesh, 2013</u>	
3	Business Regulatory Framework, Pearson Education India, 2011	
4	Bare Acts- RTI, Consumer Protection Act	
5	Business Regulatory Framework , <b>Dr. Pawan Kumar Oberoi, Global Academic Publishers &amp; Distributors, 2015</b>	
<b>Web Resources</b>		
1	<a href="https://www.gkpad.com/sachin/06-22/bcom-Business-Regulatory-Framework--1.html">https://www.gkpad.com/sachin/06-22/bcom-Business-Regulatory-Framework--1.html</a>	
2	<a href="http://www.simplynotes.in/e-notes/mcomb-com/business-regulatory-framework/">http://www.simplynotes.in/e-notes/mcomb-com/business-regulatory-framework/</a>	
3	<a href="https://www.studocu.com/in/course/mahatma-gandhi-university/business-regularly-framework/51661">https://www.studocu.com/in/course/mahatma-gandhi-university/business-regularly-framework/51661</a>	
4	International Journal of Law (lawjournals.org)	
5	<a href="https://www.himpub.com/BookDetail.aspx?BookId=1936&amp;NB=&amp;Book_Title M=%20Business%20Regulatory%20Framework">https://www.himpub.com/BookDetail.aspx?BookId=1936&amp;NB=&amp;Book_Title M=%20Business%20Regulatory%20Framework</a>	
<b>Methods of Evaluation</b>		
<b>Internal Evaluation</b>	Continuous Internal Assessment Test	25 Marks
	Assignments	
	Seminars	
	Attendance and Class Participation	
<b>External Evaluation</b>	End Semester Examination	75 Marks
	Total	100 Marks
<b>Methods of Assessment</b>		
<b>Recall (K1)</b>	Simple definitions, MCQ, Recall steps, Concept definitions	
<b>Understand/ Comprehend (K2)</b>	MCQ, True/False, Short essays, Concept explanations, Short summary or overview	
<b>Application (K3)</b>	Suggest idea/concept with examples, Suggest formulae, Solve problems, Observe, Explain	
<b>Analyze (K4)</b>	Problem-solving questions, Finish a procedure in many steps, Differentiate between various ideas, Map knowledge	
<b>Evaluate (K5)</b>	Longer essay/ Evaluation essay, Critique or justify with pros and cons	
<b>Create (K6)</b>	Check knowledge in specific or offbeat situations, Discussion, Debating or Presentations	

**Mapping with program outcomes**

	<b>PO 1</b>	<b>PO 2</b>	<b>PO 3</b>	<b>PO 4</b>	<b>PO 5</b>	<b>PO 6</b>	<b>PO 7</b>	<b>PO 8</b>
<b>CO 1</b>	S	M	M	M	S	S	L	S
<b>CO 2</b>	S	M	M	M	S	S	L	S
<b>CO 3</b>	S	M	M	M	S	S	L	S
<b>CO 4</b>	S	M	M	M	S	S	L	S
<b>CO 5</b>	S	M	M	M	S	S	L	S

**S-Strong                  M-Medium                  L-Low**

**CO-PO Mapping with Programme Specific Outcomes (Course Articulation Matrix):  
Level of Correlation between PSO's and CO's**

	<b>PSO 1</b>	<b>PSO 2</b>	<b>PSO 3</b>	<b>PSO 4</b>	<b>PSO 5</b>
<b>CO 1</b>	3	3	2	3	3
<b>CO 2</b>	3	3	3	3	3
<b>CO 3</b>	3	3	2	3	3
<b>CO 4</b>	3	3	3	3	3
<b>CO 5</b>	3	3	3	3	3
<b>Weightage</b>	15	15	13	15	15
<b>Weighted percentage of Course Contribution to Pos</b>	3.0	3.0	2.6	3.0	3.0

Subject Code	Subject Name	Category	L	T	P	O	Credits	Inst. Hours	Marks		
									CIA	External	Total
	<b>MANAGERIAL SKILL DEVELOPMENT</b>	SEC	Y	-	-	-	1	2	25	75	100
<b>Learning Objectives</b>											
CLO1	To improve the self-confidence, groom the personality and build emotional competence										
CLO2	To address self-awareness and the assessment of core management skills such as communication, working with teams and creating a positive environment for change.										
CLO3	To assess the Emotional intelligence										
CLO4	To induce critical-thinking and analytical skills to investigate complex problems to propose viable solutions										
CLO5	To improve professional etiquettes										
UNIT	Details							No. of Hours	Learning Objectives		
I	Self: Core Competency, Understanding of Self, Components of Self— Self-identity, Self-concept, Self - confidence and Self-image.							6	CLO1		
II	Self Esteem: Meaning & Importance, Components of self-esteem							6	CLO2		
III	Building Emotional Competence: Emotional Intelligence — Meaning, Components and Importance							6	CLO3		
IV	Thinking skills: The Mind/Brain/Behaviour, thinking skills, Critical Thinking and Learning, Making Predictions and Reasoning. Creativity: Definition and nature of creativity, Idea generation and evaluation (Brain Storming), Image generation and evaluation.							6	CLO4		
V	Communication related to course: How to make oral presentations, conducting meetings, reporting of projects, reporting of case analysis, answering in Viva Voce, Assignment writing Debates, presentations, role plays and group discussions on current topics. Audio and Video Recording of the above exercises to improve the non-verbal communication and professional etiquettes.							6	CLO5		
<b>Total</b>							<b>30</b>				

<b>Course Outcomes</b>		
<b>Course Outcomes</b>	On completion of this course, students will;	<b>Program Outcomes</b>
<b>CO1</b>	Identify the personal qualities that are needed to sustain in the world of work.	PO1, PO2, PO6, PO7
<b>CO2</b>	Explore more advanced Management Skills such as conflict resolution, empowerment, working with teams and creating a positive environment for change.	PO1, PO2, PO5
<b>CO3</b>	Acquire practical management skills that are of immediate use in management or leadership positions.	PO6, PO7
<b>CO4</b>	Employ critical-thinking and analytical skills to investigate complex business problems to propose viable solutions.	PO1, PO2
<b>CO5</b>	Make persuasive presentations that reveal strong written and oral communication skills needed in the workplace.	PO4
<b>Reading List</b>		
1.	Managerial Skill Articles	
2.	The Management Skills of SALL Managers - SiSAL Journal	
3.	Managerial Skills by Dr.K.Alex S.CHAND	
4.	Managerial Skills 2 by Cynthia Menezes Prabhu, Pen to Print Publishing LLP	
5.	Gallagher (2010), Skills Development for Business & Management Students, Oxford University Press. PROF. SANJIV	
<b>References Books</b>		
1.	Joshi, G. (2015), Campus to Corporate-Your Roadmap to Employability, Sage Publication	
2.	McGrath E. H. (9 Ed. 2011), Basic Managerial Skills, Prentice Hall India Learning Private Limited.	
3.	Whetten D. (e Ed. 2011), Developing Management Skills, Prentice Hall India Learning Private Limited.	
4.	<b>P. Varshney , A. Dutta</b> , Managerial Skill Development, Alfa Publications, 2012	
5.	EQ- soft skills for Corporate Carrer by Dr. Sumeet Suseelan	
<b>Web Resources</b>		
1.	<a href="https://www.ipjugaad.com/syllabus/ggsip-university-bba-4th-semester-managerial-skill-development-syllabus/63">https://www.ipjugaad.com/syllabus/ggsip-university-bba-4th-semester-managerial-skill-development-syllabus/63</a>	
2.	<a href="https://www.academia.edu/4358901/managerial_skill_development_pdf">https://www.academia.edu/4358901/managerial_skill_development_pdf</a>	
3	<a href="https://www.academia.edu/4358901/managerial_skill_development_pdf">https://www.academia.edu/4358901/managerial_skill_development_pdf</a>	
4	<a href="https://rccmindore.com/wp-content/uploads/2015/06/Managerial-SkillsAll-Units-AC.pdf">https://rccmindore.com/wp-content/uploads/2015/06/Managerial-SkillsAll-Units-AC.pdf</a>	
5	<a href="https://www.aisectuniversityjarkhand.ac.in/PDFDoc/StudyNotes/MBA/SEM%201/MBA-1-MSD(Managerial%20skill%20development).pdf">https://www.aisectuniversityjarkhand.ac.in/PDFDoc/StudyNotes/MBA/SEM%201/MBA-1-MSD(Managerial%20skill%20development).pdf</a>	

<b>Methods of Evaluation</b>		
<b>Internal Evaluation</b>	Continuous Internal Assessment Test	25 Marks
	Assignments	
	Seminar	
	Attendance and Class Participation	
<b>External Evaluation</b>	End Semester Examination	75 Marks
	Total	100 Marks
<b>Methods of Assessment</b>		
<b>Recall (K1)</b>	Simple definitions, MCQ, Recall steps, Concept definitions	
<b>Understand/ Comprehend (K2)</b>	MCQ, True/False, Short essays, Concept explanations, Short summary or overview	
<b>Application (K3)</b>	Suggest idea/concept with examples, suggest formulae, Solve problems, Observe, Explain	
<b>Analyze (K4)</b>	Problem-solving questions, Finish a procedure in many steps, Differentiate between various ideas, Map knowledge	
<b>Evaluate (K5)</b>	Longer essay/ Evaluation essay, Critique or justify with pros and cons	
<b>Create (K6)</b>	Check knowledge in specific or offbeat situations, Discussion, Debating or Presentations	

**Mapping with program outcomes**

**S-Strong                  M-Medium                  L-Low**

	<b>PO 1</b>	<b>PO 2</b>	<b>PO 3</b>	<b>PO 4</b>	<b>PO 5</b>	<b>PO 6</b>	<b>PO 7</b>	<b>PO 8</b>
<b>CO 1</b>	M	M	S	S	S	M	M	S
<b>CO 2</b>	M	M	S	S	S	S	S	M
<b>CO 3</b>	S	S	S	S	S	S	S	
<b>CO 4</b>	S	S	S	S	S	S	M	S
<b>CO 5</b>	M	M	S	S	S	M	S	S

**CO-PO Mapping with Programme Specific Outcomes (Course Articulation Matrix):  
Level of Correlation between PSO's and CO's**

<b>CO/PO</b>	<b>PSO 1</b>	<b>PSO 2</b>	<b>PSO 3</b>	<b>PSO 4</b>	<b>PSO 5</b>
<b>CO 1</b>	3	3	3	3	3
<b>CO 2</b>	3	3	3	3	3
<b>CO 3</b>	3	3	3	3	3
<b>CO 4</b>	3	3	3	3	3
<b>CO 5</b>	3	3	3	3	3
<b>Weightage</b>	15	15	15	15	15
<b>Weighted Percentage of Course Contribution to Pos</b>	3.0	3.0	3.0	3.0	3.0

Subject Code	Subject Name	Category	L	T	P	O	Credits	Inst. Hours	Marks		
									CIA	External	Total
	<b>Business Etiquette and Corporate Grooming</b>	SEC	Y	-	-	-	1	2	25	75	100
<b>Learning Objectives</b>											
CLO1	To impart knowledge about basic etiquettes in professional conduct										
CLO2	To provide understanding about the workplace courtesy and ethical issues involved										
CLO3	To suggest on guidelines in managing rude and impatient clients										
CLO4	To familiarize students about significance of cultural sensitivity and the relative business attire										
CLO5	To stress on the importance of attire										
UNIT	Details							No. of Hours	Learning Objectives		
I	Introduction to Business Etiquette: Introduction-ABCs of etiquette- meeting and greeting scenarios-principles of exceptional work behavior							6	CLO1		
II	Workplace Courtesy and Business Ethics: Workplace Courtesy- Practicing common courtesy and manners in a workplace-Etiquette at formal gatherings- Professional qualities expected from an employer's perspective							6	CLO2		
III	Telephone Etiquette, email etiquette and Disability Etiquette Mastering the telephone courtesy, handling rude or impatient clients -internet usage in the work place, email etiquette, online chat etiquette guidelines							6	CLO3		
IV	Diversity and Cultural Awareness at Workplace Impact of diversity-Cultural Sensitivity-Taboos and Practices-Inter-Cultural Communication							6	CLO4		
V	Business Attire and Professionalism Businessstyleandprofessionalimage-dresscode-guidelinesforappropriatebusinessattire-groomingfor success.							6	CLO5		
<b>Total</b>							<b>30</b>				
<b>Course Outcomes</b>											
Course Outcomes	On completion of this course, students will;							Program Outcomes			
CO1	Describe basic concepts of business etiquette and corporate grooming.							PO5, PO6,			

<b>CO2</b>	Outline the etiquette and grooming standards followed in business environment and the significance of communication	PO4, PO2, PO5, PO6
<b>CO3</b>	Create cultural awareness and moral practices in real life workplace scenarios	PO8, PO6
<b>CO4</b>	Analyze workplace courtesy and resolve ethical issues with respect to etiquette and grooming for success	PO1, PO3, PO8, PO6
<b>CO5</b>	Apply the professionalism in the workplace considering diversity and courtesy	PO3, PO8, PO6
<b>Reading List</b>		
1.	Journal of Computer Mediated Communication By ICA	
2.	Business and Professional Communication by Sage Journals	
3.	Business Etiquette Made Easy: The Essential Guide to Professional Success by Myka Meier, Skyhorse	
4.	Emily Post's The Etiquette Advantage in Business: Personal Skills for Professional Success by Peggy Post and Peter Post, William Morrow	
5.	Shital Kakkar Mehra, "Business Etiquette: A guide for the Indian Professional", HarperCollins Publisher (2012)	
<b>References Books</b>		
1.	Indian Business Etiquette, Raghu Palat, JAICO Publishers	
2.	Nina Kochhar, "At Ease with Etiquette", B. Jain Publisher, 2011	
3.	Nimeran Sahukar, Prem P. Bhalla, "The Book of Etiquette and Manners", Pustak Mahi publishers, 2004	
4.	Sarvesh Gulati (2012), Corporate Grooming and Etiquette, Rupa Publications India Pvt. Ltd.	
5.	The Essentials of Business Etiquette: How to Greet, Eat, and Tweet Your Way to Success by Barbara Pachter, Mc Graw Hill Education	
<b>Web Resources</b>		
1.	<a href="http://osou.ac.in/eresources/DIM-08-BLOCK-3.pdf">http://osou.ac.in/eresources/DIM-08-BLOCK-3.pdf</a>	
2.	<a href="https://www.columbustech.edu/skins/userfiles/files/Training%20Manual%20-%20Business%20Etiquette%20(1).pdf">https://www.columbustech.edu/skins/userfiles/files/Training%20Manual%20-%20Business%20Etiquette%20(1).pdf</a>	
3.	<a href="https://www.sbu.edu/docs/default-source/life-at-sbu-documents/professional-wardrobe-nbsp-.pdf">https://www.sbu.edu/docs/default-source/life-at-sbu-documents/professional-wardrobe-nbsp-.pdf</a>	
4.	<a href="https://www.tutorialspoint.com/business_etiquette/grooming_etiquettes.htm">https://www.tutorialspoint.com/business_etiquette/grooming_etiquettes.htm</a>	
5.	<a href="https://wikieducator.org/Business_etiquette_and_grooming">https://wikieducator.org/Business_etiquette_and_grooming</a>	
<b>Methods of Evaluation</b>		
<b>Internal Evaluation</b>	Continuous Internal Assessment Test	25 Marks
	Assignments	
	Seminar	
	Attendance and Class Participation	
<b>External Evaluation</b>	End Semester Examination	75 Marks
	Total	100 Marks
<b>Methods of Assessment</b>		
<b>Recall (K1)</b>	Simple definitions, MCQ, Recall steps, Concept definitions	
<b>Understand/ Comprehend (K2)</b>	MCQ, True/False, Short essays, Concept explanations, Short summary or overview	

<b>Application (K3)</b>	Suggest idea/concept with examples, Suggest formulae, Solve problems, Observe, Explain
<b>Analyze (K4)</b>	Problem-solving questions, Finish a procedure in many steps, Differentiate between various ideas, Map knowledge
<b>Evaluate (K5)</b>	Longer essay/ Evaluation essay, Critique or justify with pros and cons
<b>Create (K6)</b>	Check knowledge in specific or offbeat situations, Discussion, Debating or Presentations

**Mapping with program outcomes**

**CO-PO Mapping with Programme Specific Outcomes (Course Articulation Matrix):**

**Level of Correlation between PSO's and CO's**

CO/PO		PSO 1	PSO 2	PSO 3	PSO 4	PSO 5
CO 1		3	3	3	3	3
CO 2		3	3	3	3	3
CO 3		3	3	3	3	3
CO 4		3	3	3	3	3
CO 5		-	3	3	3	3
<b>Weightage</b>		12	15	15	15	15
<b>Weighted Percentage of Course Contribution to Pos</b>		2.4	3.0	3.0	3.0	3.0

	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8
CO 1	M	M	S	S	S	M	M	S
CO 2	M	M	S	S	S	M	M	S
CO 3	M	M	S	S	S	M	M	S
CO 4	M	M	S	S	S	S	M	S
CO 5	M	M	M	S	S	S	M	S

Subject Code	Subject Name	Category	L	T	P	O	Credits	Inst. Hours	Marks		
									CIA	External	Total
	<b>Office Management</b>		Y	-	-	-	2	2	25	75	100
<b>Learning Objectives</b>											
CLO1	Understand the concept of office and qualities of manager										
CLO2	Analyse the office environment										
CLO3	Develop the skills of mail handling.										
CLO4	Organise office form										
CLO5	Describe Office appliance										
UNIT	Details							No. of Hours	Learning Objectives		
I	<b>Office - Meaning and Importance</b> - Functions of Office - Officer Manager - Qualities of a Manager							6	CLO1		
II	<b>Office Environment</b> - Office layout - Objectives - Advantages and Disadvantages							6	CLO2		
III	<b>Mail Handling</b> - Centralized and Decentralized Mail Handling							6	CLO3		
IV	<b>Office forms</b> - Meaning - Type of forms - Objectives and its advantages							6	CLO4		
V	<b>Office Appliances</b> - Meaning - Importance - Factors in Selecting office Machines							6	CLO5		
	<b>Total</b>							<b>30</b>			
<b>Course Outcomes</b>											
Course Outcomes	On completion of this course, students will;							Program Outcomes			
<b>CO1</b>	To understand the concept of office and qualities of manager							PO1, PO6			
<b>CO2</b>	To Analyse the office environment							PO5, PO6			
<b>CO3</b>	To Develop the skills of mail handling.							PO2, PO6			
<b>CO4</b>	To Organise office form							PO6			
<b>CO5</b>	To Describe Office appliance							PO6, PO8			
<b>Reading List</b>											
1.	Event Management: A Booming Industry and an Eventful Career by Devesh Kishore, Ganga Sagar Singh - Har-Anand Publications Pvt. Ltd.										
2.	Event Management by Swarup K. Goyal - Adhyayan Publisher - 2009										
3.	Event Management & Public Relations by Savita Mohan - Enkay Publishing House										
4	Event Planning - The ultimate guide - Public Relations by S.J. Sebellin Ross										
5	Event Management By Lynn Van Der Wagen & Brenda R Carlos, Pearson Publishers										
<b>References Books</b>											
1.	Commercial correspondence and office management - R.S.N. Pillai and Baghavathi										
2.	Office Management - R.K. Chopra										

3.	Office Management - Prasanta K.Ghosh	
4.	Office Organisation and Management - S.P. Arora	
5.	Business Communication (Text, cases and Laboratory Manual) - C.S.C. Krishnamacharyulu and Lalitha Ramakrishnan	
<b>Web Resources</b>		
1.	<a href="https://www.schandpublishing.com/books/higher-education/commerce-management/office-management/9788121922524/">https://www.schandpublishing.com/books/higher-education/commerce-management/office-management/9788121922524/</a>	
2	<a href="http://www.worldcolleges.info/sites/default/files/schoolbooks/Std12-Voc-Office_Management-EM1.pdf">http://www.worldcolleges.info/sites/default/files/schoolbooks/Std12-Voc-Office_Management-EM1.pdf</a>	
3	<a href="https://cuils.cuchd.in/cgi-bin/koha/opac-detail.pl?biblionumber=125675&amp;shelfbrowse_itemnumber=163517">https://cuils.cuchd.in/cgi-bin/koha/opac-detail.pl?biblionumber=125675&amp;shelfbrowse_itemnumber=163517</a>	
4	<a href="https://www.waterstones.com/category/business-finance-law/business/office-and-workplace/office-management">https://www.waterstones.com/category/business-finance-law/business/office-and-workplace/office-management</a>	
5	<a href="https://www.academia.edu/44331654/Book_Office_Management_and_Secretarial_Practice_OMSP_">https://www.academia.edu/44331654/Book_Office_Management_and_Secretarial_Practice_OMSP_</a>	
<b>Methods of Evaluation</b>		
<b>Internal Evaluation</b>	Continuous Internal Assessment Test	25 Marks
	Assignments	
	Seminar	
	Attendance and Class Participation	
<b>External Evaluation</b>	End Semester Examination	75 Marks
	Total	100 Marks
<b>Methods of Assessment</b>		
<b>Recall (K1)</b>	Simple definitions, MCQ, Recall steps, Concept definitions	
<b>Understand/Comprehend (K2)</b>	MCQ, True/False, Short essays, Concept explanations, Short summary or overview	
<b>Application (K3)</b>	Suggest idea/concept with examples, Suggest formulae, Solve problems, Observe, Explain	
<b>Analyze (K4)</b>	Problem-solving questions, Finish a procedure in many steps, Differentiate between various ideas, Map knowledge	
<b>Evaluate (K5)</b>	Longer essay/ Evaluation essay, Critique or justify with pros and cons	
<b>Create (K6)</b>	Check knowledge in specific or offbeat situations, Discussion, Debating or Presentations	

### Mapping with program outcomes

**S-Strong      M-Medium      L-Low**

#### **CO-PO Mapping (Course Articulation Matrix)**

	<b>PO 1</b>	<b>PO 2</b>	<b>PO 3</b>	<b>PO 4</b>	<b>PO 5</b>	<b>PO 6</b>	<b>PO 7</b>	<b>PO 8</b>
<b>CO 1</b>	M	S	S	S	M	S	S	S
<b>CO 2</b>	M	S	S	S	M	S	S	S
<b>CO 3</b>	S	M	S	S	S	S	S	M
<b>CO 4</b>	S	M	S	S	S	S	S	S
<b>CO 5</b>	M	S	S	S	M	S	S	S

**Level of Correlation between PSO's and CO's**

<b>CO/PO</b>	<b>PSO 1</b>	<b>PSO 2</b>	<b>PSO 3</b>	<b>PSO 4</b>	<b>PSO 5</b>
<b>CO 1</b>	3	3	3	3	3
<b>CO 2</b>	3	3	3	3	3
<b>CO 3</b>	3	3	3	3	3
<b>CO 4</b>	3	3	3	3	3
<b>CO 5</b>	3	3	3	3	3
<b>Weightage</b>	15	15	15	15	15
<b>Weighted Percentage of Course Contribution to Pos</b>	3.0	3.0	3.0	3.0	3.0

Subject Code	Subject Name	Category	L	T	P	O	Credits	Inst. Hours	Marks		
									CI	Ex	T
	<b>MARKETING MANAGEMENT</b>	Core	Y	-	-	-	5	4	25	75	100
<b>Learning Objectives</b>											
CLO1	To understand the marketplace.										
CLO2	To identify the market segmentation and the Product mix										
CLO3	To select the different pricing methods										
CLO4	To know the channels of distribution										
CLO5	To understand the promotion mix										
UNIT	Details							No. of Hours	Learning Objectives		
I	<b>Fundamentals of Marketing</b> - Market - Classification of Market – Role of Marketing - Importance – Modern Marketing - Marketing Functions - Concept of Marketing Mix – Marketing Approaches							12	CLO1		
II	<b>Market Segmentation and product</b> – Need And Basis of Segmentation -Product – Characteristics – Benefits – Classifications – Product Mix-New Product Development Process - Product Life Cycle							12	CLO2		
III	Pricing – Meaning - Objectives - Significance Basic Principles of pricing - Methods of pricing - pricing policies and strategies - pricing process - Factors affecting Pricing Decisions							12	CLO3		
IV	Physical Distribution: Meaning- Importance – Features - Type of channel of distribution - Function of channel members - Factors influencing the channel selection							12	CLO4		
V	Promotion - Promotion mix - Sales Promotion tools - Objectives - Importance - Factors determining promotion mix - Digital Marketing - Application and benefits							12	CLO5		
								<b>60</b>			
Course Outcomes	On Completion of the course the students will							Program Outcomes			
<b>CO1</b>	To list and identify the core concepts of Marketing and its mix.							PO1, PO2, PO3			
<b>CO2</b>	To sketch the market segmentation, nature of product, PLC							PO1, PO2, PO3,PO6, PO8			
<b>CO3</b>	To analyze the appropriate pricing methods							PO1 PO2, PO3, PO4, PO8			
<b>CO4</b>	To determine the importance of various channels of distribution							PO1, PO2, PO6			
<b>CO5</b>	To assess the applications of digital marketing							PO1, PO2, PO7			

<b>Reading List</b>		
1.	Philip Kotler & Gary Armstrong, Principles of Marketing: A South Asian Perspective, Pearson Education, 2018.	
2.	Rajan Saxena, Marketing Management, Tata Mc Graw Hill, 2017.	
3.	L.Natarajan, Marketing, Margham Publications, 2017.	
4.	J P Mahajan & Anupama Mahajan, Principles of Marketing, Vikas Publishing House, 2017.	
5.	K Karunakaran, Marketing Management, Himalaya Publishing House, 2017.	
<b>References Books</b>		
1.	C.B.Gupta & Rajan Nair Marketing Management, Sultan Chand & Son 2020	
2.	V.S. Ramaswamy & S. Namakumari, 2002, Principles of Marketing, first edition, S.G. Wasani / Macmillan India Ltd,	
3.	Cranfield, Marketing Management, Palgrave Macmillan.	
4.	Harsh V Verma & Ekta Duggal, Marketing, Oxford University Press, 2017.	
5.	Sontakki C.N, Marketing Management, Kalyani Publishers, Ludhiana. 2016	
<b>Web Resources</b>		
1.	<a href="http://eprints.stiperdharmawacana.ac.id/24/1/%5BPhillip_Kotler%5D_Marketing_Management_14th_Edition%28BookFi%29.pdf">http://eprints.stiperdharmawacana.ac.id/24/1/%5BPhillip_Kotler%5D_Marketing_Management_14th_Edition%28BookFi%29.pdf</a>	
2.	<a href="https://mrcet.com/downloads/MBA/digitalnotes/Marketing%20Management.pdf">https://mrcet.com/downloads/MBA/digitalnotes/Marketing%20Management.pdf</a>	
3.	<a href="https://www.enotesmba.com/2013/01/marketing-management-notes.html">https://www.enotesmba.com/2013/01/marketing-management-notes.html</a>	
4.	Industrial Marketing Management   Journal   ScienceDirect.com by Elsevier	
5.	Journal of Marketing Management   Taylor & Francis Online (tandfonline.com)	
<b>Methods of Evaluation</b>		
<b>Internal Evaluation</b>	Continuous Internal Assessment Test	25 Marks
	Assignments	
	Seminars	
	Attendance and Class Participation	
<b>External Evaluation</b>	End Semester Examination	75 Marks
	Total	100 Marks
<b>Methods of Assessment</b>		
<b>Recall (K1)</b>	Simple definitions, MCQ, Recall steps, Concept definitions	
<b>Understand/ Comprehend (K2)</b>	MCQ, True/False, Short essays, Concept explanations, Short summary or overview	
<b>Application (K3)</b>	Suggest idea/concept with examples, Suggest formulae, Solve problems, Observe, Explain	
<b>Analyze (K4)</b>	Problem-solving questions, Finish a procedure in many steps, Differentiate between various ideas, Map knowledge	
<b>Evaluate (K5)</b>	Longer essay/ Evaluation essay, Critique or justify with pros and cons	
<b>Create (K6)</b>	Check knowledge in specific or offbeat situations, Discussion, Debating or Presentations	

**Mapping with program outcomes**

	<b>PO 1</b>	<b>PO 2</b>	<b>PO 3</b>	<b>PO 4</b>	<b>PO 5</b>	<b>PO 6</b>	<b>PO 7</b>	<b>PO 8</b>
<b>CO 1</b>	S	S	M	M	M	S	M	M
<b>CO 2</b>	S	S	M	S	M	S	M	S
<b>CO 3</b>	S	S	M	M	M	S	M	S
<b>CO 4</b>	S	S	M	M	M	S	M	M
<b>CO 5</b>	S	S	M	M	M	S	M	S

**S-Strong                      M-Medium                      L-Low**

**CO-PO Mapping with Programme Specific Outcomes (Course Articulation Matrix):  
Level of Correlation between PSO's and CO's**

<b>CO/PO</b>	<b>PSO 1</b>	<b>PSO 2</b>	<b>PSO 3</b>	<b>PSO 4</b>	<b>PSO 5</b>
<b>CO 1</b>	3	3	3	3	3
<b>CO 2</b>	3	3	3	3	3
<b>CO 3</b>	2	3	3	3	3
<b>CO 4</b>	3	3	3	3	3
<b>CO 5</b>	3	3	3	2	3
<b>Weightage</b>	14	15	15	14	15
<b>Weighted Percentage of Course Contribution to Pos</b>	2.8	3.0	3.0	2.8	3.0

Subject Code	Subject Name	Category	L	T	P	O	Credits	Inst. Hours	Marks		
									CIA	External	Total
	<b>Port and Terminal Management</b>	Core	Y	-	-	-	5	4	25	75	100
<b>Learning Objectives</b>											
CLO1	To familiarize students with the role of ports, features and different forms of ownership structure of ports.										
CLO2	To understand the the role, organisation and operations of different terminal operators										
CLO3	To understand the relevant frameworks and methods to address commercial and operational issues in port and terminal management.										
CLO4	To comprehend the the role of Port Trust Act in organisation and operation of ports and terminals in promoting the efficiency of the maritime and logistics sector										
CLO5	To grasp the significance of port charges and port compensation related issues										

UNIT	Details	No. of Hours	Learning Objectives
I	Difference between Major and Minor Ports – State owned ports - Ports in India - Natural Harbors - New Ports to be developed in India - Major Ports of the World - Port Officials and their roles - Role of Ports - Port users	12	CLO1
II	Container Terminals - Privatization of Terminals - Reason for Privatization –PPP Projects - Major Terminal Operators in India - Terminal Operators of the world - Privatization the need of the hour - Coal, Liquid bulk, LNG Terminals	12	CLO2
III	Import Cycle - Export Cycle - Facilities in a Terminal – Yard planning – Vessel ship planning – stacking of refrigerated & hazardous containers - Container Monitoring and stacking – Types of ships – CFS, ICD & its roles - CFS inside a Terminal - Reasons for Congestion of a terminal - de-congesting the terminal.	12	CLO3
IV	Major Port Trust Act - Port as a custodian of the cargo - Transit sheds - Cargo receivers – Types of Cargo – goods handled in port - Wharfs and Berths - Various berths in a Port - Meaning of Berth Restrictions – Draught - Port equipments and damage - Extra services - Berth reservation schemes	12	CLO4

V	Port Tariff - Pilots and their duties - Tugs and its usage - Night navigations - Light Dues - Tariff Authorities of Major Port - Revision of rates - Port Trustees - Safety Procedures - Introduction of ISPS – SOLAS - Damage to Port property by ships - Compensation and confiscation of cargo to adjust dues.	12	CLO5
<b>Total</b>		<b>60</b>	
<b>Course Outcomes</b>			
<b>Course Outcomes</b>	On completion of this course, students will;	<b>Program Outcomes</b>	
<b>CO1</b>	Describe the role of ports, features and different forms of ownership structure of ports.	PO4,PO5,PO6,PO7, PO8	
<b>CO2</b>	Explain the role, organisation and operations of different terminal operators	PO1,PO2,PO4,PO5, PO6	
<b>CO3</b>	Apply relevant frameworks and methods to address commercial and operational issues in port and terminal management.	PO6.PO7,PO8	
<b>CO4</b>	Analyze the role of Port Trust Act in organisation and operation of ports and terminals in promoting the efficiency of the maritime and logistics sector	PO1,PO2,PO3,PO4, PO6	
<b>CO5</b>	Evaluate port charges and port compensation related issues.	PO1,PO2,PO3, PO4	
<b>Reading list</b>			
1.	Major Port Trust Act – Government of India		
2.	PATRICK M.ALDERTON. 2008, Port Management and Operations. Informa Law Category, U.K.		
3	Sathish Sharma, Port and Terminal Management,Random Publishers		
4	Mihir Das, Port Management A 360 degree view, JBS Academy Pvt. Ltd		
5	Paul Wright Valerie Stringer & & more, Port and Terminal Management, Institute of Chartered Shipbrokers(2015)		
<b>Reference Books</b>			
1.	Captain Bill Chalmers,FICS .2020.Port and Terminal Management. London, UK		
2.	WORLD BANK. 2007, Port Reform Tool Kit. World Bank, Washington.		
3.	MARIA G.BURNS. 2014., Port Management and Operations. CRS Press, U.K.		
4.	ALAN E.BRANCH. 2008, Elements of Shipping. Chapman and Hall, Fairplay Publications, U.K		
5.	Evrin Ursavas Guldogan, Port Operations and Container Terminal Management with applications		
<b>Web Resources</b>			
1	<a href="http://shipping.nic.in/">http://shipping.nic.in/</a> (Ministry of Shipping, Govt. of India)		
2	<a href="http://ipa.nic.in/">http://ipa.nic.in/</a> (Indian Port Association)		
3	<a href="http://www.ippta.org.in">www.ippta.org.in</a> (Indian Private Ports and Terminals Association)		
4	<a href="http://unctad.org/en/PublicationsLibrary/dtlktcd2013d1_en.pdf">Unctad.org/en/PublicationsLibrary/dtlktcd2013d1_en.pdf</a> (Port Management Case Studies - UNCTAD)		
5	<a href="http://www.porttechnology.org/technical_papers/list">http://www.porttechnology.org/technical_papers/list</a> (Port Technology)		
<b>Methods of Evaluation</b>			
<b>Internal Evaluation</b>	Continuous Internal Assessment Test		25 Marks
	Assignments		
	Seminar		
	Attendance and Class Participation		

<b>External Evaluation</b>	End Semester Examination	75 Marks
	Total	100 Marks
<b>Methods of Assessment</b>		
<b>Recall (K1)</b>	Simple definitions, MCQ, Recall steps, Concept definitions	
<b>Understand/ Comprehend (K2)</b>	MCQ, True/False, Short essays, Concept explanations, Short summary or overview	
<b>Application (K3)</b>	Suggest idea/concept with examples, Suggest formulae, Solve problems, Observe, Explain	
<b>Analyze (K4)</b>	Problem-solving questions, Finish a procedure in many steps, Differentiate between various ideas, Map knowledge	
<b>Evaluate (K5)</b>	Longer essay/ Evaluation essay, Critique or justify with pros and cons	
<b>Create (K6)</b>	Check knowledge in specific or offbeat situations, Discussion, Debating or Presentations	

**Mapping with program outcome**

	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8
<b>CO 1</b>	M	M	M	S	S	S	S	S
<b>CO 2</b>	S	S	M	S	S	S	M	M
<b>CO 3</b>	M	M	M	M	M	S	S	S
<b>CO 4</b>	S	S	S	S	M	S	M	M
<b>CO 5</b>	S	S	S	S	M	M	M	M

**S**strong      **M**-Medium      **L**-Low

**CO-PO Mapping with Programme Specific Outcomes (Course Articulation Matrix):  
Level of Correlation between PSO's and CO's**

CO/PO	PSO 1	PSO 2	PSO 3	PSO 4	PSO 5
<b>CO 1</b>	3	3	3	3	3
<b>CO 2</b>	3	3	3	3	3
<b>CO 3</b>	3	3	3	3	3
<b>CO 4</b>	3	3	3	3	3
<b>CO 5</b>	3	3	3	3	3
<b>Weightage</b>	15	15	15	15	15
<b>Weighted Percentage of Course Contribution to POs</b>	3.0	3.0	3.0	3.0	3.0

Subject Code	Subject Name	C a t e g o r y	L	T	P	O	C r e d i t s	I n s t · H o u r s	Marks		
									C I A	E x t e r n a l	T o t a l
	<b>Export Import Management</b>	Core	Y	-	-	-	3	4	25	75	100
<b>Learning Objectives</b>											
CLO1	To understand the nature and registration procedures of export- import business.										
CLO2	To enlighten on the documentation system of export-import business.										
CLO3	To comprehend the steps in export procedure and important documentation.										
CLO4	To apprehend the steps in import procedure and important documentation										
CLO5	To familiarize with the global trends for Indian Business.										
UNIT	Details							No. of Hours	Learning Objectives		
I	Meaning and Definition of Export – Classification - Preparation for Export Marketing – Registration Formalities – Export Licensing – Selection of Export Product – Identification of Markets – Methods of Exporting – Payment Terms – Letter of Credit – Liberalization of Imports – Categories of Importers.							12	CLO1		
II	Aligned Documentation system – Commercial Invoice – Shipping Bill – Certificate of Origin – Consular Invoice – Mate’s Receipt – Bill of Lading –GR Form – ISO 9000 – Procedure for obtaining ISO 9000 – BIS 14000 Certification – Types of Marine Insurance Policies – Import Documents – Transport Documents – Bill of Entry – Certificate of Inspection – Certificate of Measurements – Freight Declaration.							12	CLO2		
III	Export Contract - Steps in Export Procedure – Forward Cover – Finance Institutional Frame worked for export Finance – Excise Clearance – Pre-shipment Inspection – Methods of Pre-shipment Inspection – Role of Clearing and Forwarding Agents – Shipping and Customs Formalities							12	CLO3		
IV	Pre-Import Procedure – Steps in Import Procedure – Legal Dimensions of Import Procedure – Customs Formalities for Imports – Warehousing of Imported goods – Exchange Control Provisions for Imports – Retirement of Export Documents – Town of Export Excellence.							12	CLO4		

V	GLOBALISATION OF INDIAN BUSINESS - India's competitive advantage in Industries like IT, Textiles, Gems and jewelry- India's strength and weakness in International Business	12	CLO5
<b>Total</b>		<b>60</b>	
<b>Course Outcomes</b>			
<b>Course Outcomes</b>	On completion of this course, students will;	<b>Program Outcomes</b>	
<b>CO1</b>	Describe the nature and registration procedures of export- import business	PO1,PO2,PO4, PO6,PO8	
<b>CO2</b>	Explain the documentation system of export-import business.	PO2,PO4,PO6,PO7	
<b>CO3</b>	Summarize the details on Export Procedure and Documentation	PO4,PO5,PO6	
<b>CO4</b>	Summarize the details on Import Procedure and Documentation	PO4,PO5,PO6	
<b>CO5</b>	Analyze the the global trends for Indian Business.	PO2,PO5,PO6,PO7, PO8	
<b>Reading list</b>			
1.	Aseem Kumar (2007), Export and Import Management, Excel Books, Delhi		
2.	Virendra K.Pamecha (2015), A Guide to International Trade and Export Management, Jain Book Agency, Delhi.		
3	H. P. Bhandari Foreign Exchange Hard Book		
4	Director General of Foreign Trade, Foreign Trade Policy and Handbook of Procedures, 2015		
5	Rama Gopal (2014), Export Import Procedures - Documentation and Logistics, New Age International (P) Ltd., Delhi.		
<b>Reference Books</b>			
1.	Justin Pauland Rajiv Aserkar, Export Import Management, Second Edition, Oxford University Press, 2013.		
2.	UshaKiranRai, Export - Import and Logistics Management, Second Edition, PHI Learning, 2010.		
3.	Thomas E.Johnson & Donna L.Bade, Export Import Procedures and Documentation Amacom Publishers		
4.	Coyle et.al, Management Of Transportation, 7th Edition, Cengage Learning, 2011		
5.	Thomas A.Cook Kelly Raia , Mastering import and export management, third edition,Harper Collins		
<b>Web Resources</b>			
1	<a href="http://www.eiilmuniversity.co.in/downloads/Import-Export-Management.pdf">http://www.eiilmuniversity.co.in/downloads/Import-Export-Management.pdf</a>		
2	<a href="https://www.mlsu.ac.in/econtents/1198_e-book%20on%20export%20import%20procedure.pdf">https://www.mlsu.ac.in/econtents/1198_e-book%20on%20export%20import%20procedure.pdf</a>		
3	<a href="https://epgp.inflibnet.ac.in/epgpdata/uploads/epgp_content/S000023MA/P001406/M022359/ET/1504613221m22Q1.pdf">https://epgp.inflibnet.ac.in/epgpdata/uploads/epgp_content/S000023MA/P001406/M022359/ET/1504613221m22Q1.pdf</a>		
4	<a href="https://archive.mu.ac.in/myweb_test/TYBA%20study%20material/T.Y.B.A.%20PAPER%20-VI%20EXPORT%20MANAGMENT.pdf">https://archive.mu.ac.in/myweb_test/TYBA%20study%20material/T.Y.B.A.%20PAPER%20-VI%20EXPORT%20MANAGMENT.pdf</a>		
5	<a href="https://egyankosh.ac.in/bitstream/123456789/10292/1/Unit-8.pdf">https://egyankosh.ac.in/bitstream/123456789/10292/1/Unit-8.pdf</a>		
<b>Methods of Evaluation</b>			
<b>Internal Evaluation</b>	Continuous Internal Assessment Test		25 Marks
	Assignments		
	Seminar		
	Attendance and Class Participation		

<b>External Evaluation</b>	End Semester Examination	75 Marks
	Total	100 Marks
<b>Methods of Assessment</b>		
<b>Recall (K1)</b>	Simple definitions, MCQ, Recall steps, Concept definitions	
<b>Understand/ Comprehend (K2)</b>	MCQ, True/False, Short essays, Concept explanations, Short summary or overview	
<b>Application (K3)</b>	Suggest idea/concept with examples, Suggest formulae, Solve problems, Observe, Explain	
<b>Analyze (K4)</b>	Problem-solving questions, Finish a procedure in many steps, Differentiate between various ideas, Map knowledge	
<b>Evaluate (K5)</b>	Longer essay/ Evaluation essay, Critique or justify with pros and cons	
<b>Create (K6)</b>	Check knowledge in specific or offbeat situations, Discussion, Debating or Presentations	

**Mapping with program outcomes**

	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8
<b>CO1</b>	S	S	M	S	S	S	S	S
<b>CO2</b>	L	S	M	S	M	S	S	M
<b>CO3</b>	L	L	M	S	S	S	L	M
<b>CO4</b>	L	L	M	S	S	S	L	M
<b>CO5</b>	L	S	M	S	M	S	L	S

**CO-PO Mapping (Course Articulation Matrix)**

Level of Correlation between PSO's and CO's

CO /PO	PSO1	PSO2	PSO3	PSO4	PSO5
<b>CO1</b>	3	3	3	3	3
<b>CO2</b>	3	3	3	3	3
<b>CO3</b>	3	3	3	3	3
<b>CO4</b>	3	3	3	3	3
<b>CO5</b>	3	3	3	3	3
<b>Weightage</b>	15	15	15	15	15
<b>Weighted percentage of Course Contribution to PO's</b>	3.0	3.0	3.0	3.0	3.0

Subject Code	Subject Name	Category	L	T	P	O	Credits	Inst. Hours	Marks		
									CIA	External	Total
	<b>Computer Application in Business</b>	SEC	Y	-	Y	-	1	2	50	50	100
<b>Learning Objectives</b>											
CLO1	To build skills in Ms-Word										
CLO2	To build skills in Ms-Excel,										
CLO3	To build skills in Ms- Power Point										
CLO4	To Design a simple database and manage the data in table										
CLO5	To understand the Google form										
UNIT	Details							No. of Hours	Learning Objectives		
I	Introduction, Menus, Shortcuts, Document types, working with Documents-Opening, Saving, Closing, Editing Document, Using Toolbars, Rulers, Help, Formatting Documents-Setting font, paragraph, Page Style-Setting foot notes, page break, Line break, creating sections and frames, Inserting clip arts, pictures, Setting document styles, Creating Tables-Settings, borders, alignments, Merging, splitting, sorting rows and columns, Drawing-Inserting, drawing, formatting, grouping, ordering, rotating pictures, Tools-Word completion, Spell check.							6	CLO1		
II	Introduction, Spread sheet application, Tool bars and icons, Spreadsheet-Opening, saving, closing, setting margins, Converting file to different formats, spread sheet addressing, Entering And Editing Data- Copy, cut, paste, undo, redo, find, search, replace, filling continuous rows and columns, inserting data cells, columns, rows and sheet, Basic formulas, Functions Types- Mathematical, Group, string, date and time, Formatting Spread Sheet- Alignment, font, border, hiding, locking, cells, Highlighting values, background color, bordering and shading, Working With Sheet-Sorting, filtering, subtotals, Charts-Selecting, formatting, labeling, scaling, spell check							6	CLO2		
III	Introduction, opening new presentation, Presentation templates, presentation layout, Creating Presentation-adding text, Formatting- Adding style, color, gradient fills, arranging objects, adding header and footer, slide background, slide layout, Slide Show, Inserting pictures, movies, Adding Effects-Setting animation and transition effects, audio and video.							6	CLO3		
IV	Database introduction - Creating Database - Creating Table - Modifying Data in Table							6	CLO4		
V	Use Google forms to develop & share questionnaire.							6	CLO5		
	<b>Total</b>							<b>30</b>			

## Exercise

### Word:

1. Create table with five columns and six rows. Do the following options using that table: a) Sorting, b) The sum function c)m Merge cell d) Table headings

Convert Text to a table, Splitting a Table and Table AutoFormat. Show with example.

2. Assuming yourself as the General Manager of a company draft an appointment letter to a candidate short-listed through an interview.

3. Create at least two pages of text with multicolumn layouts like magazines and newspapers. Add the following options:

a) Borders and shading for title

b) Use WordArt for heading

c) Use Text Box

### EXERCISES: Excel

1. Prepare a Mark Sheet of a School for 10 Students with 6 Subjects details and Calculate how many students pass and fail by including one column as result in the mark sheet.

2. Prepare an EMPLOYEE Database of an Organization with the following details: (Atleast 10 Details) Name, Emp Id, Gender, Address, Phone No, E-Mail Id Qualification, Designation, Department, Salary, Year Of Joining And Working Station

Draw chart to find out the % of Male & Female working (Pie chart)

3. Graphically present the following sales data from ABC Corporation Limited

Zone	Sales in Lakhs			
	1st quarter	2nd quarter	3rd quarter	4th quarter
North	23	26	32	30
South	21	25	30	30
East	24	26	29	27
West	21	26	28	29

### EXERCISES: Power Point

1. Present the agenda of the Annual General Meeting of a company using PowerPoint.

a) Set a suitable timing between two slides.

b) Use appropriate templates, fonts and styles.

c) Store a copy of the presentation as a PowerPoint show (ie., with a pps extension)

d) The timing between slides is 30 seconds.

e) Use different animation effects for each slide.

Prepare at least seven slides.

2. Design presentation slides for a products of your choice the slides must include name, brand name, type of product, characteristics, special offers, price etc.

a) Changing background colour, font colour using wordart.

b) Use manual mode for the slide show.

c) Use Top-down, Bottom-up, Zoom in and Zoom out effects.

### EXERCISES: Access

- i. Create a table, form and report for the database: "Patient details"

ii. Fields are: patient, Patient name, Patient age, Patient Gender, Patient address, Patient phone, Patient mobile, Patient email, Doctor detail, Patients reports (At least 10 records should be included).

### Google Form:

1. Create a Quiz using Google form

2. Create a survey using Google form

<b>Course Outcomes</b>		
<b>Course Outcomes</b>	On completion of this course, students will;	<b>Program Outcomes</b>
<b>CO1</b>	Demonstrate hands on experience with Ms-word for business activities	PO1, PO2, PO6, PO7
<b>CO2</b>	Demonstrate hands on experience with Ms-Excel for business activities	PO1, PO2, PO6, PO7
<b>CO3</b>	Demonstrate hands on experience with Ms-power point for business activities	PO1, PO2, PO6, PO7
<b>CO4</b>	Design a simple database and manage the data in table	PO1, PO2, PO6, PO7
<b>CO5</b>	Demonstrate hands on experience with Google forms	PO1, PO2, PO6, PO7
<b>Reading List</b>		
1.	International Journal of Computer Applications in Technology	
2.	International Journal of Computer Applications – IJCA	
3.	P.Rizwan Ahmed; Computer Application in Business, Margham Publications, 2019.	
4.	<a href="#">Computer Application in Business ( Tamil Nadu) by Dr. R.Paramaeswaran</a>	
5.	Taxmann’s Basics of Computer Applications in Business by Hem Chand Jain and H.N. Tiwari, Taxmann Publications Private Limited .	
<b>References Books</b>		
1.	P.Rizwan Ahmed; Computer Application in Business and Management, Margham Publications, 2019.	
2.	Google Form Made Simple The Perfect Guide to Creating and Modifying Google Forms from Beginners to Expert by Mary Brockman	
3.	Bittu Kumar; Mastering Ms-Office, V&S Publishers, 2017.	
4.	Lisa A. Bucki, John Walkenbach, Faithe Wempen, & Michael Alexander; Microsoft Office 2013 BIBLE, Wiley, 2013.	
5.	S.S. Shrivatsava; Ms-Office, First Edition, Laxmi Publications, 2015.	
<b>Web Resources</b>		
1.	<a href="https://www.microsoft.com/en-us/microsoft-365/blog/">https://www.microsoft.com/en-us/microsoft-365/blog/</a>	
2	<a href="https://www.ipjugaad.com/syllabus/ggsip-university-bba-1st-semester-computer-applications-syllabus/18">https://www.ipjugaad.com/syllabus/ggsip-university-bba-1st-semester-computer-applications-syllabus/18</a>	
3	<a href="https://byjus.com/govt-exams/microsoft-word/">https://byjus.com/govt-exams/microsoft-word/</a>	
4	<a href="https://edu.gcfglobal.org/en/google-forms/">https://edu.gcfglobal.org/en/google-forms/</a>	
5	<a href="https://www.tutorialkart.com/tally/tally-tutorial/">https://www.tutorialkart.com/tally/tally-tutorial/</a>	
<b>Methods of Evaluation</b>		
<b>Internal Evaluation</b>	Continuous Internal Assessment Test	50 Marks
	Practical Assessment	
	Class Participation	
	Attendance	
<b>External Evaluation</b>	End Semester Examination	50 Marks
	Total	100 Marks

<b>Methods of Assessment</b>	
<b>Recall (K1)</b>	Simple definitions, MCQ, Recall steps, Concept definitions
<b>Understand/Comprehend (K2)</b>	MCQ, True/False, Short essays, Concept explanations, Short summary or overview
<b>Application (K3)</b>	Suggest idea/concept with examples, Suggest formulae, Solve problems, Observe, Explain
<b>Analyze (K4)</b>	Problem-solving questions, Finish a procedure in many steps, Differentiate between various ideas, Map knowledge
<b>Evaluate (K5)</b>	Longer essay/ Evaluation essay, Critique or justify with pros and cons
<b>Create (K6)</b>	Check knowledge in specific or offbeat situations, Discussion, Debating or Presentations

**Mapping with program outcomes**

	<b>PO 1</b>	<b>PO 2</b>	<b>PO 3</b>	<b>PO 4</b>	<b>PO 5</b>	<b>PO 6</b>	<b>PO 7</b>	<b>PO 8</b>
<b>CO 1</b>	M	M	M	M	M	S	M	M
<b>CO 2</b>	S	M	M	M	M	S	S	M
<b>CO 3</b>	M	M	M	S	M	S	M	M
<b>CO 4</b>	S	S	M	M	M	S	S	M
<b>CO 5</b>	S	S	M	S	M	S	S	M

**S-Strong                  M-Medium                  L-Low**

**CO-PO Mapping with Programme Specific Outcomes (Course Articulation Matrix):  
Level of Correlation between PSO's and CO's**

<b>CO/PO</b>	<b>PSO 1</b>	<b>PSO 2</b>	<b>PSO 3</b>	<b>PSO 4</b>	<b>PSO 5</b>
<b>CO 1</b>	3	3	-	3	3
<b>CO 2</b>	3	3	-	3	3
<b>CO 3</b>	3	3	-	3	3
<b>CO 4</b>	3	3	-	3	3
<b>CO 5</b>	3	3	-	3	3
<b>Weightage</b>	15	15	-	15	15
<b>Weighted Percentage of Course Contribution to Pos</b>	3.0	3.0	-	3.0	3.0

Subject Code	Subject Name	Category	L	T	P	O	Credits	Inst. Hours	Marks			
									CIA	External	Total	
	Entrepreneurial Skill - New Venture Management	SEC	Y	-	-	-	2	2	25	75	100	
<b>Learning Objectives</b>												
CLO1	To learn to generate and evaluate new business ideas											
CLO2	To learn about a business model that generates money											
CLO3	To understand how to find, evaluate and buy a business											
CLO4	To evaluate the feasibility of idea into a Venture											
CLO5	To understand sources who lend for new ventures											
UNIT	Details							No. of Hours	Learning Objectives			
I	<b>Concept of Entrepreneurship</b> – Evolution - importance – Importance of entrepreneurship, developing creativity and understanding innovation, stimulating creativity							6	CLO1			
II	<b>Developing Successful Business Ideas:</b> Recognizing Opportunities and Generating Ideas - Entry strategies: New Product – Franchising - Buying an existing firm.							6	CLO2			
III	<b>Feasibility Analysis:</b> Marketing, Technical and Financial Feasibility analysis - Industry and Competitor Analysis-assessing a New Venture’s Financial Strength and Viability							6	CLO3			
IV	<b>Moving from an Idea to a New Venture:</b> Preparing the Proper Ethical and Legal Foundation-Building a New-Venture Team – Leadership - Corporate Entrepreneurship, Social Entrepreneurship.							6	CLO4			
V	<b>Financing the New Venture:</b> Financing entrepreneurial ventures - Valuation of a new company - Arrangement of funds - Alternate Source of Funding - Start-ups, MSMEs, any new venture							6	CLO5			
<b>Total</b>							<b>30</b>					
<b>Course Outcomes</b>												
Course Outcomes	On completion of this course, students will;							Program Outcomes				
CO1	Understand the concept of entrepreneurship and skill sets of an entrepreneur.							PO2,PO6				
CO2	Assess new venture opportunities & analyze strategic choices in relation to new ventures							PO2, PO6				
CO3	Develop a credible business plan for real life situations.							PO1, PO2, PO5, PO6				
CO4	Coordinate a team to develop and launch and manage the new venture through the effective leadership							PO4, PO5				
CO5	Evaluate different sources for financing new venture							PO2, PO6				

<b>Reading List</b>		
1.	Journal of Business Venturing – Elsevier	
2.	Technology, Innovation, Entrepreneurship and Competitive Strategy, Emerald	
3.	Entrepreneurship: New Venture Creation (2016) David H. Holt, Pearson Education India,	
4.	Entrepreneurship and New Venture Creation; Arun Sahay, V. Sharma; Excel Book (2008)	
5.	Entrepreneurship ,11 <sup>th</sup> Edition , By Robert D. Hisrich, Michael P.Peters, Dean A. Shepherd , Sabyasachi Sinha , Mc Graw Hill	
<b>References Books</b>		
1.	New Venture Creation, Kathleen R. Allen, Cengage Publication (2013)	
2.	Essentials of Entrepreneurship and Small Business Management. Scarborough, N. M., Cornwall, J. R., & Zimmerer, T. (2016). Boston: Pearson.	
3.	Project Appraisal and Management, Agrawal, Rashmi and Mehra, Yogieta S. (2017). New Delhi. Taxmann Publications.	
4.	The Manual for Indian Start -ups Tools to Start and Scale – up Your New Venture by Vijaya Kumar Ivaturi and Meena Ganesh , Penguin Enterprise	
5.	Entrepreneurship Development , Indian Cases on Change Agents by K. Ramachandran, Mc Graw Hill Publication	
<b>Web Resources</b>		
1.	<a href="https://www.studocu.com/en-gb/document/university-of-aberdeen/new-venture-development/new-venture-development-lecture-notes/15212217">https://www.studocu.com/en-gb/document/university-of-aberdeen/new-venture-development/new-venture-development-lecture-notes/15212217</a>	
2.	<a href="https://core.ac.uk/download/pdf/98660713.pdf">https://core.ac.uk/download/pdf/98660713.pdf</a>	
3.	<a href="https://ugcmoocs.inflibnet.ac.in/download/course/curriculum/nptel/noc18-mg36.pdf">https://ugcmoocs.inflibnet.ac.in/download/course/curriculum/nptel/noc18-mg36.pdf</a>	
4.	<a href="https://www.tutorialspoint.com/entrepreneurship_development/starting_a_business.htm">https://www.tutorialspoint.com/entrepreneurship_development/starting_a_business.htm</a>	
5.	<a href="https://www.entrepreneur.com/starting-a-business/10-ventures-young-entrepreneurs-can-start-for-cheap-or-free/300786">https://www.entrepreneur.com/starting-a-business/10-ventures-young-entrepreneurs-can-start-for-cheap-or-free/300786</a>	
<b>Methods of Evaluation</b>		
<b>Internal Evaluation</b>	Continuous Internal Assessment Test	
	Assignments	
	Seminar	
	Attendance and Class Participation	
		25 Marks
<b>External Evaluation</b>	End Semester Examination	
		75 Marks
	Total	
		100 Marks
<b>Methods of Assessment</b>		
<b>Recall (K1)</b>	Simple definitions, MCQ, Recall steps, Concept definitions	
<b>Understand/ Comprehend (K2)</b>	MCQ, True/False, Short essays, Concept explanations, Short summary or overview	
<b>Application (K3)</b>	Suggest idea/concept with examples, suggest formulae, Solve problems, Observe, Explain	
<b>Analyze (K4)</b>	Problem-solving questions, Finish a procedure in many steps, Differentiate between various ideas, Map knowledge	
<b>Evaluate (K5)</b>	Longer essay/ Evaluation essay, Critique or justify with pros and cons	
<b>Create (K6)</b>	Check knowledge in specific or offbeat situations, Discussion, Debating or Presentations	

### Mapping with program outcome

S-Strong M-Medium L-Low

#### CO-PO Mapping with Programme Specific Outcomes (Course Articulation Matrix): Level of Correlation between PSO's and CO's

CO/PO	PSO 1	PSO 2	PSO 3	PSO 4	PSO 5
CO 1	3	3	3	3	3
CO 2	3	3	3	3	3
CO 3	3	3	3	3	3
CO 4	3	3	3	3	3
CO 5	3	3	3	3	3
Weightage	15	15	15	15	15
Weighted Percentage of Course Contribution to Pos	3.0	3.0	3.0	3.0	3.0

	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8
CO 1	M	S	M	S	S	S	M	M
CO 2	S	S	M	S	S	S	M	S
CO 3	S	S	M	S	S	S	S	S
CO 4	S	S	M	S	S	M	S	S
CO 5	M	S	M	S	M	S	M	M

Subject Code	Subject Name	Category	L	T	P	O	Credits	Inst. Hours	Marks			
									CIA	External	Total	
	<b>Business Environment</b>	Core	Y	-	-	-	5	4	25	75	100	
<b>Course Objectives</b>												
CLO1	To impart knowledge on the concept of business environment & its significance											
CLO2	To know the political environmental factors and its impact on business.											
CLO3	To know the Economic environmental factors and its impact on business											
CLO4	To throw light on importance of the types of Social Organization.											
CLO5	To create awareness of industrial-technological advancements.											
UNIT	Details							No. of Hours	Course Objectives			
I	<b>The concept of Business Environment:</b> its nature and significance A brief overview of political, cultural, legal, economic, and social environments and their impact on business and strategic decisions							12	CLO1			
II	<b>Political Environment:</b> Functions of state, economic roles of government, government and legal environment.							12	CLO2			
III	<b>Economic Environment:</b> Business Cycles (Inflation, Deflation), Macroeconomic Parameters Like GDP, Growth Rate, Population, Urbanization, National Income, and Per Capita Income, and Their Impact on Business Decisions							12	CLO3			
IV	<b>Social environment;</b> cultural heritage; social attitudes; castes and communities Joint family systems; linguistic and religious groups							12	CLO4			
V	<b>Technology environment –</b> Industry 4.0-Meaning-Features- basic Applications and Uses- Blockchain, AI, AR, Cloud, IOT, IIOT, Big Data and Analytics							12	CLO5			
<b>Total</b>							<b>60</b>					
<b>Course Outcomes</b>												
Course Outcomes	On completion of this course, students will;											
<b>CO1</b>	To understand the concepts of Business Environment.							PO1,PO2				
<b>CO2</b>	To apply knowledge in the business and strategic decisions.							PO1, PO2,PO3				
<b>CO3</b>	To analyze the importance of business in various social groups.							PO2,PO4, PO5,PO6, PO8				
<b>CO4</b>	To evaluate the types of economic environment and its impact on business.							PO3,PO4, PO5, PO6				
<b>CO5</b>	To construct and assess the environment for							PO1,PO2,PO3, PO8				

	real-time business	
<b>Reading List</b>		
1.	Sankaran.S (Reprint 2016) Business Environment, Margham Publishing House, hid Revised Edition	
2.	Gupta C B (Reprint 2018) ,Business Environment, Sultan Chand & Sons. Eleventh Revised Edition	
3.	K.Ashwathappa, (Reprint 2016) Essentials of Business Environment, Himalaya Publishing House, 6 <sup>th</sup> Edition, India	
4.	Joshi Rosy Kapoor Sangam, Business Environment, Kalyani Publishers, Ludhiana	
<b>References Books</b>		
1.	Business Environment : A Test/Reference Book With Case Studies Ebook : Prakash , N R Mohan	
2.	Business Environment <a href="#">Ruchi Goyal</a> Publisher: Neelkanth Publishers Pvt. Ltd.2019	
3.	Business Environment,Fourth Edition,By Pearson	
4.	Business Environment Indian And Global Perspective 3Rd Edition by AHMED, FAISAL ALAM, M. ABSAR, PHI Learning	
<b>Web Resources</b>		
1.	<a href="https://www.toppr.com/guides/commercial-knowledge/business-environment/macro-political-legal-social-environment/">https://www.toppr.com/guides/commercial-knowledge/business-environment/macro-political-legal-social-environment/</a>	
2.	<a href="https://www.healthknowledge.org.uk/public-health-textbook/organisation-management/5b-understanding-ofs/assessing-impact-external-influences">https://www.healthknowledge.org.uk/public-health-textbook/organisation-management/5b-understanding-ofs/assessing-impact-external-influences</a>	
3.	Francis Cherunilam, 2002, Business environment, Himalaya Publishing House, 11 <sup>th</sup> Revised Edition,India.	
4.	<a href="https://pestleanalysis.com/political-factors-affecting-business/">https://pestleanalysis.com/political-factors-affecting-business/</a>	
5.	<a href="https://www.taxmann.com/bookstore/bookshop/bookfiles/businessandcommercialknowledgechapter2.pdf">https://www.taxmann.com/bookstore/bookshop/bookfiles/businessandcommercialknowledgechapter2.pdf</a>	
<b>Methods of Evaluation</b>		
<b>Internal Evaluation</b>	Continuous Internal Assessment Test	25 Marks
	Assignments	
	Seminars	
	Attendance and Class Participation	
<b>External Evaluation</b>	End Semester Examination	75 Marks
	Total	100 Marks
<b>Methods of Assessment</b>		
<b>Recall (K1)</b>	Simple definitions, MCQ, Recall steps, Concept definitions	
<b>Understand/ Comprehend (K2)</b>	MCQ, True/False, Short essays, Concept explanations, Short summary or overview	
<b>Application (K3)</b>	Suggest idea/concept with examples, Suggest formulae, Solve problems, Observe, Explain	
<b>Analyze (K4)</b>	Problem-solving questions, Finish a procedure in many steps, Differentiate between various ideas, Map knowledge	
<b>Evaluate</b>	Longer essay/ Evaluation essay, Critique or justify with pros and cons	

<b>(K5)</b>	
<b>Create (K6)</b>	Check knowledge in specific or offbeat situations, Discussion, Debating or Presentations

**Mapping with program outcomes**

	<b>PO 1</b>	<b>PO 2</b>	<b>PO 3</b>	<b>PO 4</b>	<b>PO 5</b>	<b>PO 6</b>	<b>PO 7</b>	<b>PO 8</b>
<b>CO 1</b>	S	S	M	S	S	M	M	S
<b>CO 2</b>	S	S	M	S	S	M	M	S
<b>CO 3</b>	S	S	M	S	S	M	M	S
<b>CO 4</b>	S	S	M	S	S	M	M	S
<b>CO 5</b>	S	S	M	S	S	M	M	S

**S-Strong                      M-Medium                      L-Low**

**CO-PO Mapping (Course Articulation Matrix)**  
**Level of Correlation between PSO's and CO's**

	<b>PSO 1</b>	<b>PSO 2</b>	<b>PSO 3</b>	<b>PSO 4</b>	<b>PSO 5</b>
<b>CO 1</b>	3	3	3	3	3
<b>CO 2</b>	3	3	2	3	3
<b>CO 3</b>	3	3	3	3	3
<b>CO 4</b>	2	3	3	3	3
<b>CO 5</b>	3	3	3	3	3
<b>Weightage</b>	14	15	14	15	15
<b>Weighted percentage of Course Contribution to Pos</b>	2.8	3.0	2.8	3	3.0

Subject Code	Subject Name	C a t e g o r y	L	T	P	O	C r e d i t s	I n s t · H o u r s	Marks		
									C I A	E x t e r n a l	T o t a l
	<b>CUSTOMS PROCEDURES</b>	Core	Y	-	-	-	5	4	25	75	100
<b>Learning Objectives</b>											
CLO1	Develop a clear understanding and knowledge about Customs Procedures										
CLO2	Demonstrate proficiency in Customs Duties										
CLO3	Calculate the duties and refunds										
CLO4	To understand delivery export report										
CLO5	Analyze the Warehouse clearance										
UNIT	Details							No. of Hours	Learning Objectives		
I	Preliminary-Definitions Officers of Customs-Classes-Appointments-Powers of Officers- Entrustments of Functions of Board, Appointment of Customs Ports, Airports, Warehousing Stations-Power to declare places to be Warehousing Stations. Prohibitions on Importation and Exportation of Goods- Power of Central Government to notify goods - Precautions to be taken by persons acquiring notified Goods							12	CLO1		
II	Detection of illegally imported goods and Prevention of the disposal there of - Persons possessing notified goods to intimate the place of storage, etc. - Sections 11C, 11E and 11F not to apply to goods in personal use; Prevention or Detection of illegal import of Goods; Power to exempt.							12	CLO2		
III	Levy of and exemption From, Customs Duties-Dutiable goods-Duty on Pilfered goods- assessment of Duty-Interest on delayed Funds-Claim for Refund of Duty-Provisional Attachment to protect revenue in certain cases - Price of goods to indicate amount of duty paid thereon.							12	CLO3		
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 Exported Goods-Chapter not to apply to baggage and Postal articles-Clearance of goods for home consumption-Clearance of goods for exportation.							12	CLO4		

V	Goods in Transit-Transit and Tran shipment of certain goods without payment-Liability of duty on goods transited or transshipped. Warehousing-Appointing of Public Warehouses-Licensing of Private Warehouses-Clearance of Warehoused goods for home consumption and Exportation- Cancellation and return of Warehousing bond.	12	CLO5
<b>Total</b>		<b>60</b>	
<b>Course Outcomes</b>			
<b>Course Outcomes</b>	On completion of this course, students will;	<b>Program Outcomes</b>	
<b>CO1</b>	Develop a clear understanding and knowledge about Customs Procedures	PO1, PO2, PO7, PO8	
<b>CO2</b>	Demonstrate proficiency in Customs Duties	PO1, PO2, PO4, PO6, PO7, PO8	
<b>CO3</b>	Calculate the duties and refunds	PO1, PO2, PO4, PO6, PO7, PO8	
<b>CO4</b>	To understand delivery export report	PO1, PO2, PO6, PO7, PO8	
<b>CO5</b>	Analyze the Warehouse clearance	PO1, PO2, PO6, PO7, PO8	
<b>Reading list</b>			
1.	Customs Law [Electronic version]: URL: <a href="https://www.tollur.is/library/Skrar/Enskivefurinn/Customs_law_11_3_2015.pdf">https://www.tollur.is/library/Skrar/Enskivefurinn/Customs_law_11_3_2015.pdf</a>		
2.	Rozhkova YU. V. Tamozhenno-tarifnoe regulirovanie vneshnetorgovoj deyatelnosti / YU.V. Rozhkova - Orenburg: OGU, 2015. – 197 p. <a href="http://biblioclub.ru/index.php?page=book&amp;id=439066">http://biblioclub.ru/index.php?page=book&amp;id=439066</a>		
3	al reading list: 1. The customs act. [Electronic version]: URL: [Electronic Resource]. – URL: <a href="https://www.jacustoms.gov.jm/sites/default/files/docs/Legislation/The%20Customs%20Regulations%201955%20LN%20149_55.pdf">https://www.jacustoms.gov.jm/sites/default/files/docs/Legislation/The%20Customs%20Regulations%201955%20LN%20149_55.pdf</a> 2. Artamonova E. E. Tamo		
4	Artamonova E. E. Tamozhenno-tarifnoe regulirovanie vneshneekonomicheskikh svyazey Rossijskoj Federacii i Kitajskoj Narodnoj Respubliki / E.E. Artamonova - Novosibirsk, 2016. - 102 p. <a href="http://biblioclub.ru/index.php?page=book&amp;id=439696">http://biblioclub.ru/index.php?page=book&amp;id=439696</a>		
5	RK Jain's Customs Law Manual, - Acts, rules, regulations, notifications, commentary on customs law and Procedures, forms, Allied Laws, Circulars, etc., Centax Law Publications		
<b>Reference Books</b>			
1.	Customs Act with Rules and Regulations as amended by Finance Act 2018, Taxmann		
2.	Academy of Business Studies BIG's Easy Reference Customs Manual ffor Import-Exports with commentary and Circulars by Arun Goyal 5 <sup>th</sup> Budget edition 2023		
3.	Anand Garg, Customs Tariff with IGST and Foreign trade policy , BDP		
4.	Datey V.S., Customs Law Practice & Procedures 15 <sup>th</sup> Edition, Taxmann		
5.	P.Veera Reddy, How to handle Customs Problems, 10 <sup>th</sup> Edition, Commercial Law Publishers (India) Pvt. Ltd		
<b>Web Resources</b>			
1	Science Library elibrary.ru – <a href="http://www.elibrary.ru">www.elibrary.ru</a>		
2	The World Bank – <a href="https://www.worldbank.org">https://www.worldbank.org</a>		
3	The Organisation for Economic Co-operation and Development (OECD) - <a href="https://www.oecd.org">https://www.oecd.org</a>		
4	The Economist – <a href="https://www.economist.com">https://www.economist.com</a>		

5	<a href="https://www.revenue.ie/en/tax-professionals/tdm/customs/import-export-policy/customs-import-procedures-manual.pdf">https://www.revenue.ie/en/tax-professionals/tdm/customs/import-export-policy/customs-import-procedures-manual.pdf</a>	
<b>Methods of Evaluation</b>		
<b>Internal Evaluation</b>	Continuous Internal Assessment Test	25 Marks
	Assignments	
	Seminar	
	Attendance and Class Participation	
<b>External Evaluation</b>	End Semester Examination	75 Marks
	Total	100 Marks
<b>Methods of Assessment</b>		
<b>Recall (K1)</b>	Simple definitions, MCQ, Recall steps, Concept definitions	
<b>Understand/Comprehend (K2)</b>	MCQ, True/False, Short essays, Concept explanations, Short summary or overview	
<b>Application (K3)</b>	Suggest idea/concept with examples, Suggest formulae, Solve problems, Observe, Explain	
<b>Analyze (K4)</b>	Problem-solving questions, Finish a procedure in many steps, Differentiate between various ideas, Map knowledge	
<b>Evaluate (K5)</b>	Longer essay/ Evaluation essay, Critique or justify with pros and cons	
<b>Create (K6)</b>	Check knowledge in specific or offbeat situations, Discussion, Debating or Presentations	

#### Mapping with program outcomes

	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8
<b>CO1</b>	M	M	S	S	S	S	S	M
<b>CO2</b>	M	M	S	M	S	M	S	M
<b>CO3</b>	M	M	S	M	S	M	S	M
<b>CO4</b>	M	M	S	S	S	M	S	M
<b>CO5</b>	M	M	S	S	S	M	S	M

#### **CO-PO Mapping (Course Articulation Matrix)**

##### Level of Correlation between PSO's and CO's

CO /PO	PSO1	PSO2	PSO3	PSO4	PSO5
<b>CO1</b>	3	3	3	3	3
<b>CO2</b>	3	3	3	3	3
<b>CO3</b>	3	3	3	3	3
<b>CO4</b>	3	3	3	3	3
<b>CO5</b>	3	3	3	3	3
<b>Weightage</b>	15	15	15	15	15
<b>Weighted percentage of Course Contribution to PO's</b>	3.0	3.0	3.0	3.0	3.0

Subject Code	Subject Name	Category	L	T	P	O	Credits	Inst. Hours	Marks		
									CIA	External	Total
	<b>E-Logistics</b>	Core	Y	-	-	-	3	4	25	75	100
<b>Learning Objectives</b>											
CLO1	To introduce the E Logistics process to the students.										
CLO2	To understand the E Logistics tools.										
CLO3	To familiarize the students with new technologies used in logistics										
CLO4	To understand the E- logistics Process Integration										
CLO5	To enable students to identify logistics strategies.										
UNIT	Details							No. of Hours	Learning Objectives		
I	Introduction to E-logistics - forward logistics – Reverse logistics – Logistics renovation toward E- logistics – importance of E-logistics – New trends and technology in logistics.							12	CLO1		
II	E-logistics method of documentation – Electronic data interchange – Personal computer – Enterprise resource planning systems – The internet, intranets and extranets – The world wide web – Web-enabled relational databases, data warehouses and data marts – Decision support systems							12	CLO2		
III	ASNs – tracking systems – Satellite global positioning systems (GPS) and geographic information systems (GIS) – Bar-coding and scanning – Electronic signature technology – Wireless technology – Radio frequency identification (RFID).							12	CLO3		
IV	Electronic procurement (e-procurement) – Transport and delivery management – Packing and order management – Inventory and warehousing – Application architecture of Customer relationship management (CRM) – E-business logistics and its benefits.							12	CLO4		
V	Forward E-logistics – Reverse E-logistics – Challenges of E-logistics – environmental issues – e-business strategy – Application for E-logistics – Business to business – Business to consumers – Exception based status alert – Transportation documentation.							12	CLO5		
	<b>Total</b>							<b>60</b>			

<b>Course Outcomes</b>		
<b>Course Outcomes</b>	On completion of this course, students will;	<b>Program Outcomes</b>
<b>CO1</b>	Analyze How logistic decisions impact the performance of the firm as well as entire supply chain	PO1,PO2,PO4,PO6, PO7
<b>CO2</b>	Apply various E- logistics tools to the logistical process	PO1,PO2,PO4,PO6, PO7
<b>CO3</b>	Familiarize the students with new technologies used in logistics	PO1,PO2,PO4,PO6, PO7
<b>CO4</b>	Understand the E- logistics Process Integration	PO1,PO2,PO4,PO6, PO7
<b>CO5</b>	Enable students to identify logistics strategies.	PO1,PO2,PO4,PO6, PO7
<b>Reading list</b>		
1.	Last Mile: How Startups Solve the Challenge of Delivering to Your Door, <i>Chris Jordan and Joe Weber, 2017</i>	
2.	Retail's Last Mile: Why Online Shopping Will Exceed Our Wildest Predictions, <i>Jonathan Reeve, 2016</i>	
3	E-Logistics - Logistics for Ecommerce, <i>Ramon Abalo Costa, 2019</i>	
4	Six Billion Shoppers: The Companies Winning the Global E-Commerce Boom, <i>Porter Erisman, 2017</i>	
5	The Changing Postal Environment: Market and Policy Innovation, <i>Piere Luigi Parcu, Timothy J. Brennan, and Victor Glass, 2021</i>	
<b>Reference Books</b>		
1.	E-Logistics: Managing Digital Supply Chains for Competitive Advantage, Stephen Pettit, Yingli Wang, Kogan Page Ltd, 2 <sup>nd</sup> edition, 2021	
2.	E-Logistics and E-Supply Chain Management: Applications for Evolving Business Deryn Graham, 2013	
3.	"Logistics Management," by Christopher Lambert, 2020	
4.	Operations & Supply Management by Richard B. Chase, Ravi Shankar, F. Robert Jacobs and Nichola, J. Aquilano; 12th Edition, Tata McGraw-Hill, 2010.	
5.	Designing and Managing the Supply Chain (latest edition) by D. Simchi-Levi, P. Kaminsky, E. Simchi-Levi and Shankar (SL); Tata McGraw-Hill, 2008	
<b>Web Resources</b>		
1	<a href="https://dailylogistic.com/e-logistics/">https://dailylogistic.com/e-logistics/</a>	
2	<a href="https://www.cubyn.com/blog/e-logistique-definition-enjeux">https://www.cubyn.com/blog/e-logistique-definition-enjeux</a>	
3	<a href="https://www.csa.iisc.ac.in/~nv/79Elogf.pdf">https://www.csa.iisc.ac.in/~nv/79Elogf.pdf</a>	
4	<a href="https://www.researchgate.net/publication/301560016_E-logistics_an_introduction">https://www.researchgate.net/publication/301560016_E-logistics_an_introduction</a>	
5	<a href="https://core.ac.uk/download/pdf/61008211.pdf">https://core.ac.uk/download/pdf/61008211.pdf</a>	
<b>Methods of Evaluation</b>		
<b>Internal Evaluation</b>	Continuous Internal Assessment Test	25 Marks
	Assignments	
	Seminar	
	Attendance and Class Participation	
<b>External Evaluation</b>	End Semester Examination	75 Marks
	Total	100 Marks

<b>Methods of Assessment</b>	
<b>Recall (K1)</b>	Simple definitions, MCQ, Recall steps, Concept definitions
<b>Understand/ Comprehend (K2)</b>	MCQ, True/False, Short essays, Concept explanations, Short summary or overview
<b>Application (K3)</b>	Suggest idea/concept with examples, Suggest formulae, Solve problems, Observe, Explain
<b>Analyze (K4)</b>	Problem-solving questions, Finish a procedure in many steps, Differentiate between various ideas, Map knowledge
<b>Evaluate (K5)</b>	Longer essay/ Evaluation essay, Critique or justify with pros and cons
<b>Create (K6)</b>	Check knowledge in specific or offbeat situations, Discussion, Debating or Presentations

**Mapping with program outcomes**

	<b>PO 1</b>	<b>PO 2</b>	<b>PO 3</b>	<b>PO 4</b>	<b>PO 5</b>	<b>PO 6</b>	<b>PO 7</b>	<b>PO 8</b>
<b>CO 1</b>	S	S	M	S	M	S	S	M
<b>CO 2</b>	S	S	M	S	M	S	S	M
<b>CO 3</b>	S	S	M	S	M	S	S	M
<b>CO 4</b>	S	S	M	S	M	S	S	M
<b>CO 5</b>	S	S	M	S	M	S	S	M

**S-Strong    M-Medium    L-Low**  
**CO-PO Mapping (Course Articulation Matrix)**  
**Level of Correlation between PSO's and CO's**

	<b>PSO 1</b>	<b>PSO 2</b>	<b>PSO 3</b>	<b>PSO 4</b>	<b>PSO 5</b>
<b>CO 1</b>	3	3	3	3	3
<b>CO 2</b>	3	3	3	2	3
<b>CO 3</b>	3	2	3	3	3
<b>CO 4</b>	3	3	3	3	3
<b>CO 5</b>	3	3	3	3	2
<b>Weightage</b>	15	14	15	14	14
<b>Weighted percentage of Course Contribution to Pos</b>	3.0	2.8	3.0	2.8	2.8

Subject Code	Subject Name	Category	L	T	P	O	Credits	Inst. Hours	Marks			
									CIA	External	Total	
	<b>Tally</b>	SEC	Y	-	Y	-	1	2	50	50	100	
<b>Learning Objectives</b>												
CLO1	To impart knowledge about basic use of Tally and its functions											
CLO2	To understand the creation of groups and Ledgers											
CLO3	To provide understanding about Data Management in Tally											
CLO4	To understand the process of GST, EPF etc.											
CLO5	To familiarize students about significance of Tally in implications in the Organizations											
UNIT	Details							No. of Hours	Learning Objectives			
I	<b>Basic of Accounting &amp; Fundamentals of Tally.</b> ERP 9: Accounting Principles or Concepts, Rules for Accounting, Creation/ Setting up of Company in Tally ERP 9 and Configuration.							6	CLO1			
II	<b>Accounting Master in Tally.</b> ERP 9: Groups & Ledgers Creation Inventory Master in Tally. ERP 9: Creation of Stock Groups and Categories and Units of Measure.							6	CLO2			
III	<b>Vouchers Entries &amp; Advance Accounting in Tally.</b> ERP 9: Types of Vouchers, Invoicing, Bill Wise Details, Cost Centers and Bank Reconciliation and Scenarios Management.							6	CLO3			
IV	<b>Advance Inventory &amp; Taxes in Tally.</b> ERP 9: Order processing, Batch Wise Details, POS, TDS, TDS Returns Filing, TCS, GST Returns, EPF, ESIC & Professional Tax.							6	CLO4			
V	<b>Technological Advantages,</b> Payroll, Report Generations, Short Keys in Tally. ERP 9							6	CLO5			
	<b>Total</b>							<b>30</b>				
<b>Course Outcomes</b>												
Course Outcomes	On completion of this course, students will;							Program Outcomes				
CO1	To understand about the basic accounting and Tally. ERP 9							PO1				
CO2	Identify the maintained of Ledger and inventory system							PO1, PO2, PO7				
CO3	Creation of various vouchers and bill wise details							PO1, PO4, PO7				
CO4	Understand various taxes returns and filing							PO2, PO6, PO7				
CO5	Relate and infer various reports generated in Tally. ERP 9							PO2, PO7				
<b>Reading List</b>												
1.	Journal of Emerging Technologies and Innovative Research											
2.	Global Journal for Research Analysis											

3.	Tally.ERP 9 with GST in Simple Steps by DT Editorial Services, Dreamtech Press	
4.	Vikas Gupta, Comdex Tally, ERP 9 Course Kit with GST and MS Excel, Wiley India, 2017	
5.	Official Guide To Financial Accounting Using Tally.Erp 9 With Gst by Tally Education, BPB Publications	
<b>References Books</b>		
1.	Shraddha Singh & Navneet Mehra, Tally. ERP 9, V & S Publishers, 2015	
2.	Official Guide to Financial Accounting using Tally. ERP 9, Fourth Revised & Updated Edition, BPB Publications	
3.	Vinod Kumar, Tally. ERP 9 Made Easy, Accounting Education	
4.	Bimlendu Shekhar, Tally Practical Work Book -1, 2 <sup>nd</sup> Edition	
5.	Asian's Quintessential Course Tally.ERP 9 with GST by Vishnu Priya Singh edition 2020	
<b>Web Resources</b>		
1.	<a href="https://tallysolutions.com/learning-hub/">https://tallysolutions.com/learning-hub/</a>	
2.	<a href="https://www.tutorialkart.com/tally/tally-tutorial/">https://www.tutorialkart.com/tally/tally-tutorial/</a>	
3.	<a href="https://sscstudy.com/tally-erp-9-book-pdf-free-download/">https://sscstudy.com/tally-erp-9-book-pdf-free-download/</a>	
4.	<a href="https://tallysolutions.com/tally/how-to-use-gst-in-tally-erp-9/">https://tallysolutions.com/tally/how-to-use-gst-in-tally-erp-9/</a>	
5.	<a href="https://www.javatpoint.com/tally">https://www.javatpoint.com/tally</a>	
<b>Methods of Evaluation</b>		
<b>Internal Evaluation</b>	Continuous Internal Assessment Test	25 Marks
	Assignments	
	Seminar	
	Attendance and Class Participation	
<b>External Evaluation</b>	End Semester Examination	75 Marks
	Total	100 Marks
<b>Methods of Assessment</b>		
<b>Recall (K1)</b>	Simple definitions, MCQ, Recall steps, Concept definitions	
<b>Understand/ Comprehend (K2)</b>	MCQ, True/False, Short essays, Concept explanations, Short summary or overview	
<b>Application (K3)</b>	Suggest idea/concept with examples, Suggest formulae, Solve problems, Observe, Explain	
<b>Analyze (K4)</b>	Problem-solving questions, Finish a procedure in many steps, Differentiate between various ideas, Map knowledge	
<b>Evaluate (K5)</b>	Longer essay/ Evaluation essay, Critique or justify with pros and cons	
<b>Create (K6)</b>	Check knowledge in specific or offbeat situations, Discussion, Debating or Presentations	

**Mapping with program outcome**

**S-Strong                  M-Medium                  L-Low**

**CO-PO Mapping with Programme Specific Outcomes (Course Articulation Matrix):  
Level of Correlation between PSO's and CO's**

<b>CO/PO</b>	<b>PSO 1</b>	<b>PSO 2</b>	<b>PSO 3</b>	<b>PSO 4</b>	<b>PSO 5</b>
<b>CO 1</b>	3	3	-	3	3
<b>CO 2</b>	3	3	-	3	3
<b>CO 3</b>	3	3	-	3	3
<b>CO 4</b>	3	3	-	3	3
<b>CO 5</b>	3	3	-	3	3
<b>Weightage</b>	15	15	-	15	15
<b>Weighted Percentage of Course Contribution to Pos</b>	3.0	3.0	-	3.0	3.0

	<b>PO 1</b>	<b>PO 2</b>	<b>PO 3</b>	<b>PO 4</b>	<b>PO 5</b>	<b>PO 6</b>	<b>PO 7</b>	<b>PO 8</b>
<b>CO 1</b>	S	M	M	M	M	S	S	M
<b>CO 2</b>	S	M	M	M	M	S	S	S
<b>CO 3</b>	S	M	M	M	M	S	S	S
<b>CO 4</b>	M	M	M	M	M	M	S	M
<b>CO 5</b>	M	S	M	M	S	M	S	M

Subject Code	Subject Name	Category	L	T	P	O	Credits	Inst. Hours	Marks		
									CIA	External	Total
	<b>Intellectual Property Rights</b>	SEC	Y	-	-	-	2	2	25	75	100
<b>Learning Objectives</b>											
CLO1	To learn aspects of Intellectual property Rights to students who are going to play a major role in development and management of innovative projects in industries.										
CLO2	To disseminate knowledge on patents in India and abroad and registration aspects										
CLO3	To evaluate the copyright law										
CLO4	To disseminate knowledge on copy rights and its related rights and registration aspects										
CLO5	To understand about Geographical Indicators										
UNIT	Details							No. of Hours	Learning Objectives		
I	<b>IPR Introduction:</b> and the need for intellectual property right – IPR in India –Different Classifications – Important Principles of IP Management – Commercialization of Intellectual Property Rights by Licensing							6	CLO1		
II	<b>Introduction–Classification–Importance–Types</b> of Patent Applications in India - Patent able Invention– Inventions Not Patentable.							6	CLO2		
III	<b>Introduction–Fundamentals –Concept–Purpose–Functions–Characteristics–Guidelines - For</b> Registration of Trade Mark – Kinds of TM – Protection – Non- Register Trademarks							6	CLO3		
IV	<b>Introduction to Copyright– Conceptual Basis –Copy Right and Related Rights–Author &amp; Ownership of Copyright - Rights Conferred By Copy Right- Registration – Transfer –Infringement</b>							6	CLO4		
V	<b>Geographical Indications:</b> Concept, Protection & Significance							6	CLO5		
	<b>Total</b>							<b>30</b>			
<b>Course Outcomes</b>											
Course Outcomes	On completion of this course, students will;							Program Outcomes			
CO1	Imbibe the knowledge of IPR through various laws							PO1, PO6			
CO2	Apply the knowledge of patents							PO5, PO6			
CO3	Understand the process of acquiring a trademark							PO2, PO6			
CO4	Create an awareness about copyrights							PO6, PO8			
CO5	Understand geographical indicators							PO6, PO8			

<b>Reading List</b>		
1.	Journal of Intellectual Property Rights	
2.	IntellectualPropertyRightsTextandCases: DR.R.Radhakrishnan, DR.S. Balasubramanian	
3.	IntellectualPropertyPatents,TradeMarks, And Copy Rights–RichardStim	
4.	Intellectual Property Rights by Asha Vijay Durafe and Dhanashree K.Toradmalle, Wiley	
5,	Fundamentals of Intellectual Property Rights For Students, Industrialist and Patent Lawyers by Ramakrishna and Anil Kumar HS	
<b>References Books</b>		
1.	Landmark Judgements on Intellectual Property rights by Kush Kalra. Central Law Publishing	
2.	Intellectual Property Rights in India by V.k.Ahuja, Lexis Nexis	
3.	Introduction To Intellectual Property Rights Softbound By Singh, Phundan, Daya Publishing House	
4.	Introduction To Intellectual Property Rights by Chawkam H.S, Oxford &Ibh	
5.	Intellectual Property - Patents, Copyright, Trade Marks and Allied Rights by W Cornish and D Llewelyn and T Pain	
<b>Web Resources</b>		
1.	<a href="https://nptel.ac.in/courses/110/105/110105139/">https://nptel.ac.in/courses/110/105/110105139/</a>	
2.	<a href="https://www.wipo.int/edocs/pubdocs/en/wipo_pub_450_2020.pdf">https://www.wipo.int/edocs/pubdocs/en/wipo_pub_450_2020.pdf</a>	
3.	<a href="https://ipindia.gov.in/">https://ipindia.gov.in/</a>	
4.	<a href="https://www.tutorialspoint.com/explain-the-intellectual-property-rights">https://www.tutorialspoint.com/explain-the-intellectual-property-rights</a>	
5.	<a href="https://www.icsi.edu/media/webmodules/FINAL_IPR&amp;LP_BOOK_10022020.pdf">https://www.icsi.edu/media/webmodules/FINAL_IPR&amp;LP_BOOK_10022020.pdf</a>	
<b>Methods of Evaluation</b>		
<b>Internal Evaluation</b>	Continuous Internal Assessment Test	25 Marks
	Assignments	
	Seminar	
	Attendance and Class Participation	
<b>External Evaluation</b>	End Semester Examination	75 Marks
	Total	100 Marks
<b>Methods of Assessment</b>		
<b>Recall (K1)</b>	Simple definitions, MCQ, Recall steps, Concept definitions	
<b>Understand/ Comprehend (K2)</b>	MCQ, True/False, Short essays, Concept explanations, Short summary or overview	
<b>Application (K3)</b>	Suggest idea/concept with examples, Suggest formulae, Solve problems, Observe, Explain	
<b>Analyze (K4)</b>	Problem-solving questions, Finish a procedure in many steps, Differentiate between various ideas, Map knowledge	
<b>Evaluate (K5)</b>	Longer essay/ Evaluation essay, Critique or justify with pros and cons	
<b>Create (K6)</b>	Check knowledge in specific or offbeat situations, Discussion, Debating or Presentations	

**Mapping with program outcome**

**S-Strong          M-Medium          L-Low**

**CO-PO Mapping with Programme Specific Outcomes (Course Articulation Matrix):  
Level of Correlation between PSO's and CO's**

<b>CO/PO</b>	<b>PSO 1</b>	<b>PSO 2</b>	<b>PSO 3</b>	<b>PSO 4</b>	<b>PSO 5</b>
<b>CO 1</b>	3	3	3	3	3
<b>CO 2</b>	3	3	3	3	3
<b>CO 3</b>	3	3	3	3	3
<b>CO 4</b>	3	3	3	3	3
<b>CO 5</b>	3	3	3	3	3
<b>Weightage</b>	15	15	15	15	15
<b>Weighted Percentage of Course Contribution to Pos</b>	3.0	3.0	3.0	3.0	3.0

	<b>PO 1</b>	<b>PO 2</b>	<b>PO 3</b>	<b>PO 4</b>	<b>PO 5</b>	<b>PO 6</b>	<b>PO 7</b>	<b>PO 8</b>
<b>CO 1</b>	M	M	M	S	M	M	M	M
<b>CO 2</b>	M	S	M	M	S	M	S	M
<b>CO 3</b>	M	S	S	S	M	S	S	M
<b>CO 4</b>	M	M	M	M	M	M	M	M
<b>CO 5</b>	M	M	M	M	S	M	S	M

## **INSTITUTIONAL TRAINING \***

### **Curricular note on Skill enhancing core paper with External evaluation for the award of 2 Credits**

**Aims:** The purpose of this skill enhancing (Training) core paper is to bridge the theoretical fundamentals with that of actual practice and to inculcate a spirit of inquiry & research rigor to investigate the nuances that go into the working of industry at large. Apart from adapting as team-worker, students are expected to gather, filter the required information and report the dynamics of the chosen industry in a standardized format.

**Process:** Colleges may institute MoU/Collaborative initiative with firms in their locality to get the consent and to make the training more purposeful. Every student, individually or in a group not exceeding three, shall undergo a four-week [a minimum of twenty working days] training in any organization [size, type and location to be specified by the respective college] of his/her choice during the vacation between fourth and fifth semester. In case of insufficient vacation, college level adjustments can be made to facilitate the students on training.

Prior permission may be obtained from the organization in advance by the students concerned and information shall be passed onto the colleges thus enabling the training supervision by the concerned faculties authorized by the college.

Weekly postal or electronic reporting should be obtained to ensure coherent and comprehensive training during the training period. A final report [Institutional Training Record – ITR] containing the introduction of the industry, the profile of the company and a valid conclusion indicating the benefits of the training shall be given not exceeding 30 [A4] pages [in a spiral- bound form/pre-printed record designed for this purpose].

**Reporting Proforma:** The profile of the company may include the organization-chart, people involved in key-positions, year of establishment and growth pattern (for at least five years), the products dealt and market to which it caters to, sales turn-over, market share [for last three years], competitors' details, number of employees and their brief profile, share capital&

Share holding pattern, market capitalization (in case of listed public company), group companies, if any, awards & recognitions (if any received), litigations, if any involved and so on.

**Outcome:** External evaluation by the concerned training supervisor along with External Examiner shall be appointed by the controller of Examinations of M.S University made during the end of the fifth semester for award of two credits and report the same to the university.