

AC 29-04-22



**R.A Podar College  
Of  
Commerce and Economics  
(Autonomous)  
Matunga, Mumbai**

**Syllabus**

**For**

**Under Graduate Programme**

**Bachelor of Business Administration  
(Shipping and Logistics Management)**

**Semester I & II**

CHOICE BASED CREDIT AND GRADING SYSTEM (CBCGS)

**With effect from the academic year 2022-23**

**[www.rapodar.ac.in](http://www.rapodar.ac.in)**

## Bachelor of Business Administration Shipping and Logistics Management

### *Under Choice Based Credit, Grading and Semester System Course Structure*

FYBBA (Shipping and Logistics Management)

(To be implemented from Academic Year- 2022-2023)

Course Code	Semester I	Credits	Course Code	Semester II	Credits
	<b>Elective Courses (EC)</b>			<b>Elective Courses (EC)</b>	
	<b>Discipline Specific Elective (DSE) Courses</b>			<b>Discipline Specific Elective (DSE) Courses</b>	
50101	Introduction to Shipping Industry	<b>03</b>	50201	Geography of Sea Transport	<b>03</b>
50102	Principles of Management	<b>03</b>	50202	Logistics Management	<b>03</b>
50103	Business Mathematics	<b>03</b>	50203	Business Statistics	<b>03</b>
	<b>Ability Enhancement Courses (AEC)</b>			<b>Ability Enhancement Courses (AEC)</b>	
	<b>Ability Enhancement Compulsory Courses (AECC)</b>			<b>Ability Enhancement Compulsory Courses (AECC)</b>	
50104	Business Communication I	<b>03</b>	50204	Business Communication II	<b>03</b>
	<b>Skill Enhancement Courses (SEC)</b>			<b>Skill Enhancement Courses (SEC)</b>	
50105	Foundation Course I	<b>02</b>	50205	Foundation Course – II	<b>02</b>
	<b>Core Courses (CC)</b>			<b>Core Courses (CC)</b>	
50106	Information Technology - I	<b>03</b>	50206	Information Technology - II	<b>03</b>
50107	Economics - I	<b>03</b>	50207	Economics - II	<b>03</b>
<b>Total Credits</b>		<b>20</b>	<b>Total Credits</b>		<b>20</b>

# Bachelor of Business Administration Shipping and Logistics Management

*Under Choice Based Credit, Grading and Semester System  
Course Structure*

**(To be implemented from Academic Year- 2022-23)**

## Semester I

Course Code	Semester I	Credits
<b>Elective Courses (EC)</b>		
<b>Discipline Specific Elective (DSE) Courses</b>		
50101	Introduction to Shipping Industry	<b>03</b>
50102	Principles of Management	<b>03</b>
50103	Business Mathematics	<b>03</b>
<b>Ability Enhancement Courses (AEC)</b>		
<b>Ability Enhancement Compulsory Courses (AECC)</b>		
50104	Business Communication I	<b>03</b>
<b>Skill Enhancement Courses (SEC)</b>		
50105	Foundation Course I	<b>02</b>
<b>Core Courses (CC)</b>		
50106	Information Technology - I	<b>03</b>
50107	Economics - I	<b>03</b>
<b>Total Credits</b>		<b>20</b>

*Elective Courses (EC)*  
*Discipline Specific Elective (DSE) Courses*  
**Course Credit-3**  
**50101 Introduction to Shipping Industry**

**Objectives:**

- To enable the learner to get an insight into the shipping industry
- To ensure in-depth learning of all aspects of trade and shipping procedures
- To understand the process and procedures related to the shipping industry

Sr. No.	Modules	No. of Lectures
1	Evolution of Maritime Trade and Regulations	15
2	Dynamics of Business and role of Shipping Services	15
3	Clearance of Cargo and Role of various stake holders	15
4	Future Trends	15
<b>Total</b>		<b>60</b>

**Modules at a Glance**

Syllabus

Sr. No.	Modules / Units
1	<b>Evolution of Maritime Trade and Regulations</b>
	<ul style="list-style-type: none"> <li>• <b>Nature and Working of the Shipping Industry</b> History of Indian shipping, Current scenario</li> <li>• <b>Types of Ships</b> Research vessels, Fisheries vessels, Service ships, and Cable-laying ships, Merchant ships: Passenger ships, General cargo &amp; bulk ships, Types of cargocarried.</li> </ul>
2	<b>Dynamics of Business and role of Shipping Services</b>
	<ul style="list-style-type: none"> <li>• <b>Maritime Administration</b> International Maritime Organization &amp; Director General of Shipping - Role and functions.</li> <li>• <b>Shipping Agencies and their Functions</b> Freight Forwarders, Multi-mode Transport Operators (MPO), Non Vessel Operator and Common Carrier (NVOCC) Vessel Agents, Shipping agents</li> </ul>
3	<b>Clearance of Cargo and Role of various stake holders</b>
	<ul style="list-style-type: none"> <li>• <b>Role of Customs and Documentation</b> Role of Custom broker, Custom clearance, Import procedure, Valuation, Legal provision.</li> <li>• <b>Carriers, Ports and Third Parties in Liner and Bulk Shipping</b> Ship inward / outward at harbour and clearing of consignments, Shipping terms and abbreviations used in industry.</li> <li>• <b>Cargo Handling and Management</b> Cargo handling equipment used at ports, Use and effective management of equipment.</li> </ul>

4	<b>Future Trends</b>
	<ul style="list-style-type: none"> <li>• Ease of doing business and Trade facilitation: Indian Customs Foreign Trade Policy/ Ministry of Commerce</li> <li>• Digital sensing, Megaships, Greener shipping, Liquefied natural gas (LNG) as fuel, Solar and wind power for ships.</li> <li>• Shipping Technology</li> <li>• GOI initiatives for paperless cargo clearance and Single window policy</li> </ul>

### **Learning Outcomes**

- Ensures easy understanding of theory and its application. The learner acquires knowledge and insight into recent trends in shipping industry.
- Enhances a possibility of exploring a career in the shipping industry.
- Learner acquires knowledge on trade facilitation and appreciates the role of government.

### **Reference books:**

1. Alan E. Branch – “Elements of Shipping” –Routledge - Taylor & Francis Group;9<sup>th</sup> edition, 2015 or later.
2. Edward, S; Butterfield, CSJ; “Shipping Practice”- Sterling Book House,Mumbai, 11<sup>th</sup> edition, 1999 or later.
3. Alderton P.M.; “Reeds Sea Transport”; Adland Coles Nautical, London; 6<sup>th</sup>edition, 2011 or later.
4. Stopford, M; “Maritime Economics”; Routledge - Taylor & Francis Group; 3<sup>rd</sup>edition, 2009 or later.

### **Teaching Pedagogy**

Lectures/tutorials/field work/outreach activities/ project work/ vocational training/ viva /seminars / term papers/ assignments / presentations / self-study/case studies etc. or a combination of some of these. Sessions shall be interactive in nature to enable peer group learning.

#### **Allocation of 40 Marks---Internal evaluation**

<b>Method of evaluation</b>	<b>Marks</b>
Written Test	15
Power Point Presentation-Pre-set criteria	20
Class Participation & attendance	5
<b>TOTAL</b>	<b>40</b>

#### **Paper pattern for written test of 15 Marks**

<b>Question No</b>	<b>Particulars</b>	<b>Marks</b>
Q.1	Question based on theory/concept taught. (Any Two out of Three)	10
	OR	
	Application based question	
Q.2	Write short note (Any One out of Two)	5
	<b>TOTAL</b>	<b>15</b>

**Paper pattern for written test of 60 Marks**

<b>Question No.</b>	<b>Particulars</b>		<b>Marks per Question</b>	<b>Total marks</b>
Q.1	A	Theory/ Concept based question	7	15
	B	Theory/ Concept based question	8	
	OR			
	C	Theory/ Concept based question	7	
	D	Theory/ Concept based question	8	
Q.2	A	Theory/ Concept based question- Essay Type Answer	15	15
	OR			
	B	Theory/ Concept based question- Essay Type Answer	15	
Q.3	A	Application Based Question	5	15
	B	Application Based Question	5	
	C	Application Based Question	5	
Q.4		Short notes: Any Three out of Five	3*5	15
<b>TOTAL</b>				<b>60</b>

CRITERIA FOR EVALUATING POWER POINT PRESENTATION/CASE STUDY/  
APPLICATION BASED ACTIVITY: \_\_\_\_\_

MARKS: 20 FY/SY/TY BBA Shipping & Logistics Management: Division A/B Semester: \_\_\_\_\_

Name of the Topic		Date of Presentation:					
Sr . No	Roll No	Name of the student	Content (5)	Team building (5)	Presentation Skills		Total (20)
					Verbal (5)	Non Verbal (5)	
1							
2							
3							
4							

Sign: 1 \_\_\_\_\_ 2. \_\_\_\_\_ 3. \_\_\_\_\_ 4. \_\_\_\_\_ Faculty Sign: \_\_\_\_\_

Name of the Topic		Date of Presentation:					
Sr . No	Roll No	Name of the student	Content (5)	Team building (5)	Presentation Skills		Total (20)
					Verba l (5)	Non Verbal (5)	
1							
2							
3							
4							

Sign: 1 \_\_\_\_\_ 2. \_\_\_\_\_ 3. \_\_\_\_\_ 4. \_\_\_\_\_ Faculty Sign: \_\_\_\_\_

Name of the Topic		Date of Presentation:					
Sr . No	Roll No	Name of the student	Content (5)	Team building (5)	Presentation Skills		Total (20)
					Verbal (5)	Non Verbal (5)	
1							
2							
3							
4							

Sign: 1 \_\_\_\_\_ 2. \_\_\_\_\_ 3. \_\_\_\_\_ 4. \_\_\_\_\_ Faculty Sign: \_\_\_\_\_

*Elective Courses (EC)*  
*Discipline Specific Elective (DSE) Courses*  
**Course Credit-3**

**50102 Principles of Management**

**Objectives**

- To introduce theories of learning on the evolution of levels of management
- To apprise the learner with the structure, hierarchy and recent trends of management.
- To understand the functions and process of management

Sr. No.	Modules	No. of Lectures
1	Introduction to Management	15
2	Planning and Decision Making	15
3	Organizing	15
4	Directing, Leadership, Co-ordination and Controlling	15
<b>Total</b>		<b>60</b>

**Modules at a Glance**

Syllabus

Sr. No.	Modules / Units
<b>1</b>	<b>Introduction to Management</b>
	Pre-requisite ( Overview of types of management in business) <ul style="list-style-type: none"> <li>• Management: Concept, Significance, Role &amp; Skills, Levels of Management, Concepts of PODSCORB, Managerial Grid.</li> <li>• Evolution of Management thoughts, Contribution of F.W Taylor, Henri Fayol and Contingency Approach.</li> </ul>
<b>2</b>	<b>Planning and Decision Making</b>
	Planning: Meaning, Importance, Elements, Process, Limitations and MBO. <ul style="list-style-type: none"> <li>• Decision Making: Meaning, Importance, Process, Techniques of Decision Making</li> </ul>
<b>3</b>	<b>Organizing</b>
	Organizing: Concepts, Structure (Formal & Informal, Line & Staff and Matrix), Meaning, significance <ul style="list-style-type: none"> <li>• Departmentation: Meaning,</li> <li>• Span of Control: Meaning, Graicunas Theory, Factors affecting span of Control</li> <li>Centralization v/s Decentralization</li> <li>• Delegation: Authority &amp; Responsibility relationship, Barriers to delegation</li> </ul>
<b>4</b>	<b>Directing, Leadership, Co-ordination and Controlling</b>
	Directing: Meaning and Process <ul style="list-style-type: none"> <li>• Leadership: Meaning, Styles and Qualities of Good Leader</li> <li>• Co-ordination as an Essence of Management</li> <li>• Controlling: Meaning, Process and Techniques</li> <li>• Recent Trends: Green Management &amp;, Fintech Management, AI in management</li> <li>• Traditional and contemporary issues in management</li> </ul>

### Learning Outcomes

- Ensures easy understanding of theory and its application. The learner acquires knowledge and insight into recent trends in management.
- Enhances decision making and managerial skills
- Learner acquires knowledge on responsibilities, powers and job profile

### **Reference Books**

- Principles of Management, Ramasamy, Himalaya Publication, Mumbai
- Principles of Management, Tripathi Reddy, Tata Mc Graw Hill
- Management Text & Cases, VSP Rao, Excel Books, Delhi
- Management Concepts and OB, P S Rao & N V Shah, Ajab Pustakalaya
- Essentials of Management, Koontz II & W, Mc. Graw Hill, New York
- Principles of Management-Text and Cases –Dr.M.Sakthivel Murugan, New Age Publications

### **Teaching Pedagogy**

Use of technology, Chalk and Talk method, Role Play, Group discussions, Play learn method, case study analysis, Flip class, Quiz, management games.

### **Allocation of 40 Marks---Internal evaluation**

Method of evaluation	Marks
Written Test	15
Power Point Presentation-Pre-set criteria	20
Class Participation & attendance	5
<b>TOTAL</b>	<b>40</b>

### **Paper pattern for written test of 15 Marks**

Question No	Particulars	Marks
Q.1	Question based on theory/concept taught. (Any Two out of Three)	10
	OR	
	Application based question	
Q.2	Write short note (Any One out of Two)	5
<b>TOTAL</b>		<b>15</b>

### **Paper pattern for written test of 60 Marks**

Question No.	Particulars	Marks per Question	Total marks
Q.1	A Theory/ Concept based question	7	15
	B Theory/ Concept based question	8	
	OR		
	C Theory/ Concept based question	7	
	D Theory/ Concept based question	8	
Q.2	A Theory/ Concept based question- Essay Type Answer	15	15
	OR		
	B Theory/ Concept based question- Essay Type Answer	15	
Q.3	A Application Based Question	5	15
	B Application Based Question	5	
	C Application Based Question	5	
Q.4	Short notes: Any Three out of Five	3*5	15
<b>TOTAL</b>			<b>60</b>

CRITERIA FOR EVALUATING POWER POINT PRESENTATION/CASE STUDY/  
APPLICATION BASED ACTIVITY: \_\_\_\_\_

MARKS: 20 FY/SY/TY BBA Shipping & Logistics Management : Division A/B Semester: \_\_\_\_\_

Name of the Topic		Date of Presentation:					
Sr No	Roll No	Name of the student	Content (5)	Team building (5)	Presentation Skills		Total (20)
					Verbal (5)	Non Verbal (5)	
1							
2							
3							
4							

Sign: 1 \_\_\_\_\_ 2. \_\_\_\_\_ 3. \_\_\_\_\_ 4. \_\_\_\_\_ Faculty Sign: \_\_\_\_\_

Name of the Topic \_\_\_\_\_ Date of Presentation: \_\_\_\_\_

Sr No	Roll No	Name of the student	Content (5)	Team building (5)	Presentation Skills		Total (20)
					Verbal (5)	Non Verbal (5)	
1							
2							
3							
4							

Sign: 1 \_\_\_\_\_ 2. \_\_\_\_\_ 3. \_\_\_\_\_ 4. \_\_\_\_\_ Faculty Sign: \_\_\_\_\_

Name of the Topic \_\_\_\_\_ Date of Presentation: \_\_\_\_\_

Sr No	Roll No	Name of the student	Content (5)	Team building (5)	Presentation Skills		Total (20)
					Verbal (5)	Non Verbal (5)	
1							
2							
3							
4							

Sign: 1 \_\_\_\_\_ 2. \_\_\_\_\_ 3. \_\_\_\_\_ 4. \_\_\_\_\_ Faculty Sign: \_\_\_\_\_

*Elective Courses (EC)*  
*Discipline Specific Elective (DSE) Courses*  
**Course Credit-3**  
**50103 Business Mathematics**

**Objectives**

- To understand the various concepts of financial mathematics such as simple interest, compound interest, and annuity, permutation and combination
- To understand the concept of calculus such as there are waiters and application of derivatives
- To understand the concept of numerical analysis such as interpolation

Sr. No.	Modules	No. of Lectures
1	Elementary Financial Mathematics	15
2	Matrices and Determinants	15
3	Derivatives and Applications of Derivatives	15
4	Numerical Analysis [Interpolation]	15
<b>Total</b>		<b>60</b>

UNIT NOS.	MODULES/UNIT
<b>1</b>	<b>Elementary Financial Mathematics</b>
	<ul style="list-style-type: none"> <li>• <b>Simple and Compound Interest:</b> Interest compounded once a year, more than once a year, continuous, nominal and effective rate of interest</li> <li>• Annuity-Present and future value-sinking funds</li> <li>• <b>Depreciation of Assets:</b> Equated Monthly Installments (EMI)- using flat interest rate and reducing balance method.</li> <li>• <b>Functions:</b> Algebraic functions and the functions used in business and economics, Break Even and Equilibrium point.</li> <li>• <b>Permutation and Combination:</b> (Simple problems to be solved with the calculator only)</li> </ul>

<b>2</b>	<b>Matrices and Determinants</b>
	<ul style="list-style-type: none"> <li>• <b>Matrices:</b> Some important definitions and some important results. Matrix operation (Addition, scalar multiplication, matrix multiplication, transpose of a matrix)</li> <li>• <b>Determinants of a matrix of order two or three:</b> properties and results of Determinants</li> <li>• Solving a system of linear equations using Cramer's rule</li> <li>• Inverse of a Matrix (up to order three) using ad-joint of a matrix and matrix inversion method</li> <li>• <b>Case study:</b> Input Output Analysis</li> </ul>
<b>3</b>	<b>Derivatives and Applications of Derivatives</b>
	<ul style="list-style-type: none"> <li>• <b>Introduction and Concept:</b> Derivatives of constant function, logarithmic functions, polynomial and exponential function</li> <li>• <b>Rules of derivatives:</b> addition, multiplication, quotient</li> <li>• Second order derivatives</li> <li>• <b>Application of Derivatives:</b> Maxima, Minima, Average Cost and Marginal Cost. Total revenue, Marginal revenue, Average revenue. Average and Marginal profit. Price elasticity of demand</li> </ul>
<b>4</b>	<b>Numerical Analysis [Interpolation]</b>
	<ul style="list-style-type: none"> <li>• <b>Introduction and concept:</b> Finite differences – forward difference operator – Newton's forward difference formula with simple examples</li> <li>• Backward Difference Operator. Newton's backward interpolation formula with simple examples</li> </ul>

### Learning Outcomes

- Learners are able to distinguish the difference between continues, nominal effectiverate of interest
- Learners are able to distinguish between types of an unity and concept of sinking fund
- Learners are able to distinguish between the concept of calculus in constant function, polynomial function and exponential function
- Practical application is possible of the theory taught in the class
- Ease in understanding of forward difference, interpolation difference interpolation and its practical application

**Reference Books:**

1. Mathematics for Economics and Finance, Martin Anthony, Norman Biggs, Cambridge lowprice editions, 2000.
2. Business Mathematics, D.C. Sancheti, V.K. Kapoor, Sultan Chand & Sons Publications, 2006.
3. Business Mathematics, J.K. Singh, 2009, Himalaya Publishing House.
4. Mathematics for Business and Economics, J.D. Gupta, P.K. Gupta, Man Mohan, Tata McGrawHill Publishing Company Ltd.
5. Mathematics of Finance 2nd Edition Schaum's Outline Series Peter Zima, Robert Browns Tata McGraw-Hill Publishing Company Ltd
6. Business Mathematics by Dr. Amarnath Dikshit & Dr. Jinendra Kumar Jain.
7. Business Mathematics by Bari - New Literature publishing company, Mumbai
8. Mathematics for Economics and Business, RS Bhardwaj, 2010, Excel Books
9. Business Mathematics, Zameerudin, Qazi, V.K. Khanna & S.K. Bhambri, Vikas Publishing House Pvt. Ltd, New Delhi

**Teaching Pedagogy**

Use of technology, Chalk and Talk method, case study analysis, Flip class, Quiz, would be conducted in the class to make learning an enjoyable experience.

**Business Mathematics****Allocation of 40 Marks---Internal evaluation**

<b>Method of evaluation</b>	<b>Marks</b>
Written Test - Test 1	15
Written Test - Test 2	15
Class Participation & attendance	10
<b>TOTAL</b>	<b>40</b>

**Paper pattern for written test of 15 Marks****Test1**

**Q1 Solve any 3 out of 5 option provided /each for 5 marks (3\*5 m =15m)**

**Test 2**

**Q1. Solve any 3 out of 5 option provided /each for 5 marks (3\*5 m = 15m )**

**Paper pattern for written test of 60 Marks**

<b>Question No.</b>	<b>Particulars</b>		<b>Marks per Question</b>	<b>Total marks</b>
Q.1		Attempt any 3 from the following Four questions		15
	A	Numerical	5	
	B	Numerical	5	
	C	Numerical	5	
	D	Theory question	5	
Q.2	A	Numerical	5	15
	B	Numerical	5	
	C	Numerical	5	
	D	Theory question	5	
Q.3	A	Numerical	5	15
	B	Numerical	5	
	C	Numerical	5	
	D	Theory question	5	
Q.4	A	Numerical	5	15
	B	Numerical	5	
	C	Numerical	5	
	D	Theory question	5	
<b>TOTAL</b>				<b>60</b>

**Ability Enhancement Courses (AEC)**  
**Ability Enhancement Compulsory Courses (AECC)**  
**Course Credit-3**  
**50104 Business Communication I**

**Objectives**

- To understand the effective use of power point presentation
- To understand the relevance and importance of inter personal communication skills
- To enhance written communication skills
- To enable the learners to adapt to the requirements of the industry

**Modules at a Glance**

Sr. No.	Modules	No. of Lectures
1	Theory of Communication	15
2	Obstacles to Communication in Business World	15
3	Business Correspondence	15
4	Language and Writing Skills	15
	<b>Total</b>	<b>60</b>

**Syllabus**

Sr. No.	Modules / Units
1	<b>Theory of Communication</b>
	Concept of Communication: Meaning, Definition, Process, Need, Feedback Emergence of Communication as a key concept in the Corporate and Global world Impact of technological advancements on Communication Channels and Objectives of Communication: Channels- Formal and Informal- Vertical, Horizontal, Diagonal, Grapevine Objectives of Communication: Information, Advice, Order and Instruction, Persuasion, Motivation, Education, Warning, and Boosting the Morale of Employees(A brief introduction to these objectives to be given) Methods and Modes of Communication: Methods: Verbal and Nonverbal, Characteristics of Verbal Communication Characteristics of Non-verbal Communication, Business Etiquette Computers and E- communication: Organizing and use of Video and Satellite
2	<b>Obstacles to Communication in Business World</b>
	Problems in Communication /Barriers to Communication: Physical/ Semantic/Language / Socio-Cultural / Psychological / Barriers, Ways to Overcome these Barriers Listening: Importance of Listening Skills, Cultivating good Listening Skills Introduction to Business Ethics: Concept and Interpretation, Importance of Business Ethics, Report Writing
3	<b>Business Correspondence</b>
	Theory of Business Letter Writing: Parts, Structure, Layouts—Full Block, Principles of Effective Letter Writing, Principles of effective Email Writing, Personnel Correspondence: Statement of Purpose, Job Application Letter and Resume, Letter of Acceptance of Job Offer, Letter of Resignation [Letter of Appointment, Promotion and Termination, Letter of Recommendation

4	<b>Language and Writing Skills</b>
	Commercial Terms used in Business Communication Paragraph Writing: Developing an idea, using appropriate linking devices, etc Cohesion and Coherence, etc [Interpretation of technical data, Composition on a given situation, a short informal report etc.] Activities Listening Comprehension Remedial Teaching Speaking Skills: Presenting a News Item, Dialogue and Speeches Paragraph Writing: Preparation of the first draft, Revision and Self – Editing, Rules of spelling. Reading Comprehension: Analysis of texts from the fields of Commerce and Management

### **Learning Outcome**

- The learners learn to use statistical tools in PowerPoint presentations
- The learners learn to write letters of enquiry and letters of complaint
- Practical application of preparing flyers and leaflets help the learners demonstrate their creativity.
- Nonverbal communication skills of learners is enhanced.

### **Reference Books**

- Agarwal, AnjuD(1989) A Practical Handbook for Consumers, IBH.
- Alien, R.K.(1970) Organisational Management through Communication.
- Ashley,A(1992) A Handbook Of Commercial Correspondence, Oxford University Press.
- Aswathapa, K (1991)Organisational Behaviour, Himalayan Publication, Mumbai.
- Atreya N and Guha (1994) Effective Credit Management, MMC School of Management, Mumbai.
- Bahl,J.C. and Nagamia,S.M. (1974) Modern Business Correspondence and Minute Writing.
- Balan,K.R. and Rayudu C.S. (1996) Effective Communication, Beacon New Delhi.
- Bangh, LSue, Fryar,Maridell and Thomas David A. (1998) How to Write First Class Business Correspondence, N.T.C. Publishing Group USA
- Banerjee, Bani P (2005) Foundation of Ethics in Mangement Excel Books 10.Businessworld Special Collector’s Issue: Ethics and the Manager
- Barkar, Alan(1993) Making Meetings Work, Sterling Publications Pvt. Ltd., New Delhi.
- Basu,C.R.(1998) Business Organisation and Management, T.M.H.New Delhi.
- Benjamin, James (1993) Business and Professional Communication Concepts and Practices, Harper Collins College Publishers, New York.

Allocation of 40 Marks---Internal evaluation

Method of evaluation	Marks
Reading Newspaper article in class & Discussing	10
SWOC- Self Analysis of learners	10
Paragraph Writing	5
Report Writing	15
<b>TOTAL</b>	<b>40</b>

**Paper pattern for written test of 60 Marks**

Question No.	Particulars	Marks per Question	Total marks	
Q.1	A   Theory/ Concept based question	7	15	
	B   Theory/ Concept based question	8		
	OR			
	C   Theory/ Concept based question	7		
	D   Theory/ Concept based question	8		
Q.2	A   Theory/ Concept based question- Essay Type Answer	15	15	
	OR			
	B   Theory/ Concept based question- Essay Type Answer	15		
Q.3	A   Application Based Question	5	15	
	B   Application Based Question	5		
	C   Application Based Question	5		
Q.4	Short notes: Any Three out of Five	3*5	15	
<b>TOTAL</b>			<b>60</b>	

CRITERIA FOR EVALUATING POWER POINT PRESENTATION/CASE STUDY/APPLICATION BASED ACTIVITY:

MARKS: 20 FY/SY/TY BBA Shipping & Logistics Management: Division A/B Semester: \_\_\_\_\_

Name of the Topic		Date of Presentation:					
Sr . No	Roll No	Name of the student	Content (5)	Team buildin g (5)	Presentation skills		Total(20)
					Verbal (5)	Non Verbal (5)	
1							
2							
3							
4							

Sign: 1 \_\_\_\_\_ 2. \_\_\_\_\_ 3. \_\_\_\_\_ 4. \_\_\_\_\_ Faculty Sign: \_\_\_\_\_

Name of the Topic		Date of Presentation:					
Sr . No	Roll No	Name of the student	Content (5)	Team building (5)	Presentation skills		Total (20)
					Verba l (5)	Non Verbal (5)	
1							
2							
3							
4							

Sign: 1 \_\_\_\_\_ 2. \_\_\_\_\_ 3. \_\_\_\_\_ 4. \_\_\_\_\_ Faculty Sign: \_\_\_\_\_

Name of the Topic		Date of Presentation:					
Sr . No	Roll No	Name of the student	Content (5)	Team building (5)	Presentation skills		Total (20)
					Verbal (5)	Non Verbal (5)	
1							
2							
3							
4							

Sign: 1 \_\_\_\_\_ 2. \_\_\_\_\_ 3. \_\_\_\_\_ 4. \_\_\_\_\_ Faculty Sign: \_\_\_\_\_

**Skill Enhancement Courses (SEC)**  
**Course Credit-2**  
**50105 Foundation Course I**

**Objectives**

- To help the learner understand the inter-disciplinary approach of social fabric.
- To sensitize learners on the socio-economic concerns in India with specific focus on the issues of the youth.
- To help learners articulate their views on the contemporary social issues. Modules at a Module at Glance

Sr. No.	Modules	No. of Lectures
1	Indian Society – Unity in Diversity and conflicts	11
2	Social issues and problem	11
3	The Indian Constitution	11
4	Significant Aspects of Political Processes	12
	<b>Total</b>	<b>45</b>

**Syllabus**

Sr. No	Modules / Units
1	<b>Indian Society – Unity in Diversity and conflicts</b>
	Concept of diversity vs difference, Understand the multi-cultural diversity of Indian society through its demographic composition Inequalities and inter group conflicts arising due to Linguistic differences –Causes and Remedies Religious diversity-Causes and Remedies Caste system as a social evil Naxalism-Affirmative action taken by the government to address the issue Regionalism- Causes and Remedies
2	<b>Social issues and problem</b>
	Understand the concept of disparity as arising out of stratification and inequality; Explore the disparities arising out of gender with special reference to violence against women, female foeticide (declining sex ratio), and portrayal of women across all forms of media; Appreciate the inequalities faced by people with disabilities and understand with sensitivity the issues of people with physical and mental disabilities, mental ill health, sensitivity towards third gender
3	<b>Mental Issues among the Youth</b>
	Peer pressure, Bullying, Substance dependency/addiction, Abuse (Physical, verbal, sexual and emotional), Suicidal ideation, Insomnia/Hypersomnia, Binge eating/Bulimia, Insufficient social skills, Childhood trauma, Academic pressure, Inequality among siblings and comparison with peers.
4	<b>Significant Aspects of Political Processes</b>
	The party system in Indian politics; Local self-government in urban and rural areas; the 73rd and 74th Amendments and their implications for inclusive politics; Role and significance of women in politics

**Learning Outcome**

- The successful completion of course will enable the learner to understand factual aspects of Indian society.
- It will help create awareness and empathy among learners about various issues faced by youth
- It will help ingrain social responsibility and participatory approval towards society

Reference Books

- Social and Economic Problems in India, Naseem Azad, R Gupta Pub ( 2011)
- Indian Society and Culture, Vinita Padey, Rawat Pub (2016)
- Social Problems in India, Ram Ahuja, Rawat Pub (2014)
- Faces of Feminine in Ancient , medieval and Modern India, Mandakranta Bose Oxford University
- National Humana rights commission- disability Manual
- Rural, Urban Migration : Trends, challenges & Strategies, S Rajagopalan, ICFAI- 2012
- Regional Inequalities in India Bhat L S SSRD- New Delhi
- Urbanisation in India: Challenges, Opportunities & the way forward, I J Ahluwalia, Ravi Kanbur, P K Mohanty, SAGE Pub ( 2014)
- The Constitution of India, P M Bakshi 2011
- The Problems of Linguistic States in India, Krishna Kodesia Sterling Pub
- Politics in India: structure, Process and Policy SubrataMitra, Routledge Pub
- Politics in India, Rajani Kothari, Orient Blackswan
- Problems of Communitism in india, Ravindra Kumar Mittal Pub Combating communalism in India: Key to National Integration, KawalKishor Bhardwaj, Mittal Pub

Foundation Course- I  
Allocation of 40 Marks---Internal evaluation

SEMESTER -I

Method of evaluation	Marks
Written Test - Test 1	15
Power Point Presentation-Pre-set criteria	20
Class Participation & attendance	5
<b>TOTAL</b>	<b>40</b>

**Paper pattern for written test of 60 Marks**

Question No.	Particulars	Marks per Question	Total marks	
Q.1	A   Theory/ Concept based question	7	15	
	B   Theory/ Concept based question	8		
	OR			
	C   Theory/ Concept based question	7		
Q.2	D   Theory/ Concept based question	8	15	
	A   Theory/ Concept based question- Essay Type Answer	15		
	OR			
Q.3	B   Theory/ Concept based question- Essay Type Answer	15	15	
	A   Application Based Question	5		
	B   Application Based Question	5		
Q.4	C   Application Based Question	5	15	
	Short notes: Any Three out of Five			3*5
<b>TOTAL</b>			<b>60</b>	

CRITERIA FOR EVALUATING POWER POINT PRESENTATION/CASE STUDY/APPLICATION BASED ACTIVITY:

MARKS: 20 FY/SY/TY BBA Shipping & Logistics Management : Division A/B Semester: \_\_\_\_\_

Name of the Topic		Date of Presentation:					
Sr . No	Roll No	Name of the student	Content (5)	Team buildin g (5)	Presentation skills		Total(20)
					Verbal (5)	Non Verbal (5)	
1							
2							
3							
4							

Sign: 1 \_\_\_\_\_ 2. \_\_\_\_\_ 3. \_\_\_\_\_ 4. \_\_\_\_\_ Faculty Sign: \_\_\_\_\_

Name of the Topic		Date of Presentation:					
Sr . No	Roll No	Name of the student	Content (5)	Team building (5)	Presentation skills		Total (20)
					Verba l (5)	Non Verbal (5)	
1							
2							
3							
4							

Sign: 1 \_\_\_\_\_ 2. \_\_\_\_\_ 3. \_\_\_\_\_ 4. \_\_\_\_\_ Faculty Sign: \_\_\_\_\_

Name of the Topic		Date of Presentation:					
Sr . No	Roll No	Name of the student	Content (5)	Team building (5)	Presentation skills		Total (20)
					Verbal (5)	Non Verbal (5)	
1							
2							
3							
4							

Sign: 1 \_\_\_\_\_ 2. \_\_\_\_\_ 3. \_\_\_\_\_ 4. \_\_\_\_\_ Faculty Sign: \_\_\_\_\_

**Core Course**  
**Course Credit-3**  
**50106 Information Technology -I**

Objectives of the course:

- To learn basic concepts of Information Technology, its support and role in Management, for managers. To understand basic concepts of Email, Internet and websites, domains and security therein.
- To recognize security aspects of IT in business, highlighting electronic transactions, advanced security features.

**Modules at a Glance**

Sr. No.	Modules	No. of Lectures
1	Cyber law and IT act	15
2	Office Automation using MS-Office	15
3	Email, Internet and its Applications	15
4	E-Security	15
	<b>TOTAL</b>	<b>60</b>

**Syllabus**

Sr. No	Modules / Units
<b>1</b>	<b>Introduction to IT Support in Management &amp; Cyber law, IT act 2000</b>
	<ul style="list-style-type: none"> <li>• Information Technology concepts Concept of Data, Information and Knowledge Concept of Database</li> <li>• Cyber forensic and computer crimes and types. Crimes targeting computers: definition of cybercrime and computer related crimes. (a) Data Theft (b) Hacking (c) Spreading Virus and Worms (d) Phishing (e) Cyber Stalking (f) identity theft and impersonation (g) credit card and online banking frauds (h) Obscenity, pornography and child pornography (i) cyber defamation, defacement (j) illegal online selling and gambling (k) denial of service attacks (l) cyber terrorism (m) software piracy and illegal downloading. Reasons for cybercrime</li> <li>• Block chain technology</li> <li>• Evolution of the IT act, Genesis and necessity. Salient features of the IT act, 2000, various authorities under IT act and their powers; penalties on offences, amendments.</li> <li>• <b>Concept of Digital Economy and Digital Organization.</b></li> <li>• <b>IT Resources</b> Open Source Software - Concept and Applications. Study of Different Operating Systems. (Windows / Linux/ DOS)</li> </ul>
<b>2</b>	<b>Office Automation using MS Office</b>
	<ul style="list-style-type: none"> <li>• Learn Word: Creating/Saving of Document Editing and Formatting Features Designing a title page, Preparing Index,</li> </ul>

	<p>Use of SmartArt  Cross Reference, Bookmark and Hyperlink.  Mail Merge Feature.</p> <ul style="list-style-type: none"> <li>• <b>Spreadsheet application (e.g. MS-Excel/openoffice.org)</b></li> </ul> <p>Creating/Saving and editing spreadsheets  Drawing charts.  Using Basic Functions: text, math &amp; trig, statistical, date &amp; time, database, financial, logical  Using Advanced Functions : Use of VLookup/HLookup  Data analysis – sorting data, filtering data (AutoFilter , Advanced Filter), data validation, what-if analysis (using data tables/scenarios), creating sub-totals and grand totals, pivot table/chart, goal seek/solver,</p> <ul style="list-style-type: none"> <li>• <b>Presentation Software</b></li> </ul> <p>Creating a presentation with minimum 20 slides with a script. Presenting in different views,  Inserting Pictures, Videos, Creating animation effects on them  Slide Transitions, Timed Presentations  Rehearsal of presentation</p>
3.	<p><b>Email, Internet and its Applications</b></p>
	<ul style="list-style-type: none"> <li>• Introduction to Email</li> </ul> <p>Writing professional emails  Creating digitally signed documents.</p> <ul style="list-style-type: none"> <li>• <b>Use of Outlook</b> : Configuring Outlook, Creating and Managing profile in outlook, Sending and Receiving Emails through outlook  Emailing the merged documents.  Introduction to Bulk Email software</li> </ul> <ul style="list-style-type: none"> <li>• <b>Internet</b></li> </ul> <p>Understanding Internet Technology  Concepts of Internet, Intranet, Extranet  Networking Basics, Different types of networks. Concepts (Hubs, Bridges, Routers, IP addresses)  Study of LAN, MAN, WAN</p> <ul style="list-style-type: none"> <li>• <b>DNS Basics.</b></li> </ul> <p>Domain Name Registration, Hosting Basics.</p> <ul style="list-style-type: none"> <li>• <b>Emergence of E-commerce and M-Commerce</b></li> </ul> <p>Concept of E-commerce and M-Commerce  Definition of E-commerce and M-Commerce  Business models of e-commerce: models based on transaction party (B2B, B2C,B2G, C2B, C2C, E-Governance)  Models based on revenue models, Electronic Funds Transfer, Electronic Data Interchange.</p>
4	<p><b>E-Security Systems</b></p>
	<ul style="list-style-type: none"> <li>• Threats to Computer systems and control measures.</li> </ul> <p>Types of threats-  Virus, hacking, phishing, spyware, spam, physical threats (fire, flood, earthquake, vandalism)  Threat Management</p> <ul style="list-style-type: none"> <li>• <b>IT Risk</b></li> </ul> <p>Definition, Measuring IT Risk, Risk Mitigation and Management</p> <ul style="list-style-type: none"> <li>• <b>Information Systems Security</b></li> <li>• <b>Security on the internet</b></li> </ul> <p>Network and website security risks  Website Hacking and Issues therein.  Security and Email</p> <ul style="list-style-type: none"> <li>• <b>E-Business Risk Management Issues</b></li> </ul>

Firewall concept and component, Benefits of Firewall

- **Understanding and defining Enterprise wide security framework**
- **Information Security Environment in India with respect to real Time Application in Business**

Types of Real Time Systems, Distinction between Real Time, On – line and Batch Processing System. Real Time Applications viz. Railway / Airway / Hotel Reservation System, ATMs, EDI Transactions - definition, advantages, examples; E-Cash, Security requirements for Safe E-Payments

Security measures in International and Cross Border financial transactions

- Threat Hunting Software

Learning Outcome:

1. The learner has understanding of the concepts related to cyber law and its applications.
2. The learner is able to conduct himself/herself with discretion and prudence
3. There is understanding of all concepts related to E Commerce and M Commerce with relation to IT

#### **Reference Books**

1. Information Technology for Management, 6TH ED (With CD ) By Efraim Turban, Dorothy Leidner, Ephraim Mclean, James Wetherbe (Ch1, Ch2)
2. Microsoft Office Professional 2013 Step by Step By Beth Melton, Mark Dodge, Echo Swinford, Andrew Couch
3. Tata McGraw Hill Joseph, P.T. : E-commerce An Indian Perspective (Ch-13,Ch-14)
4. Computer Viruses and Related Threats: A Management Guide (Ch-2, Ch-3) By John P. Wack, Lisa J. Carnahan (E-Book :  
<https://play.google.com/books/reader?id=tsP15h9gr8MC&printsec=frontcover&output=reader&hl=en&pg=GBS.PR7.w.2.1.0>)
5. Electronic Commerce - Technologies & Applications. Bharat, Bhaskar  
<https://play.google.com/books/reader?id=F1zbUaBtk7IC&printsec=frontcover&output=reader&hl=en&pg=GBS.PP1>

#### Teaching Pedagogy

Use of technology, Chalk and Talk method, Group discussions, case study analysis, Flip class, Quiz, management games would be conducted in the class to make learning an enjoyable experience.

Information Technology in Business Management-I  
Allocation of 40 Marks

Method of evaluation	Marks
Project	20
Class Test	15
Class Participation & attendance	5
<b>TOTAL</b>	<b>40</b>

**Suggested Paper pattern for written test of 15 Marks**

Question No	Particulars	Marks
Q.1	Question based on theory/concept taught. (Any Two out of Three)	10
	OR	
	Application based question	
Q.2	Write short note (Any One out of Two)	5
<b>TOTAL</b>		<b>15</b>

Paper pattern for written test of 60 Marks

Question No.	Particulars	Marks per Question	Total marks
Q.1	A Theory/ Concept based question	7	15
	B Theory/ Concept based question	8	
OR			
	C Theory/ Concept based question	7	
	D Theory/ Concept based question	8	
Q.2	A Theory/ Concept based question- Essay Type Answer	15	15
	OR		
	B Theory/ Concept based question- Essay Type Answer	15	
Q.3	A Application Based Question	5	15
	B Application Based Question	5	
	C Application Based Question	5	
Q.4	Short notes: Any Three out of Five	3*5	15
<b>TOTAL</b>			<b>60</b>

**Core Course**  
Course Credit-3  
50107 Economics I

**Objectives**

- To understand the basic concepts and microeconomics
- To understand the demand function with the help of numerical illustration on trend analysis and simple linear regression
- To understand the concept of supply, production function and cost of production • To understand the different market structures
- To acquaint the learners related to pricing practices in today's business world

**Modules at a Glance**

Sr. No.	Module	No. of Lectures
1	Introduction	15
2	Demand Analysis	15
3	Supply and Production Decisions and Cost of Production	15
4	Market structure: Perfect competition and Monopoly and Pricing and Output Decisions under Imperfect Competition	15
	<b>Total</b>	<b>60</b>

**Syllabus**

Sr. No.	Modules / Units
1	<b>Introduction</b>
	Scope and Importance of Business Economics - basic tools- Opportunity Cost principle- Incremental and Marginal Concepts. Basic economic relations - functional relations: equations- Total, Average and Marginal relations- use of Marginal analysis in decision making, The basics of market demand, market supply and equilibrium price- shifts in the demand and supply curves and equilibrium
2	<b>Demand Analysis</b>
	Demand Function - Meaning, significance, types and measurement of elasticity of demand (Price, income cross and promotional)- Demand estimation and forecasting: Meaning and significance - methods of demand estimation : survey and statistical methods
3	<b>Supply and Production Decisions and Cost of Production</b>
	Production function: short run analysis with Law of Variable Proportions- Production function with two variable inputs. Cost concepts: Accounting cost and economic cost, implicit and explicit cost, fixed and variable cost - total, average and marginal cost - Cost Output Relationship in the Short Run and Long Run (hypothetical numerical problems to be discussed), - Break even analysis (with business applications)
4	<b>Market structure: Perfect competition and Monopoly and Pricing and Output Decisions under Imperfect Competition</b>
	Short run and long run equilibrium of a competitive firm and of industry - monopoly - short run and long- run equilibrium of a firm under Monopoly Monopolistic competition: Features of monopolistic competition, debate over role of advertising (topics to be taught using case studies from real life examples) Oligopolistic markets: key attributes of oligopoly - Collusive and non-collusive oligopoly market - Price rigidity (only concepts to be explained)

## Learning Outcomes

- Learners are able to relate to concepts such as opportunity cost principle, basic economic relations-functional relations
- Learners are familiarized with nature of demand curve under different markets
- Under production function: short run analysis with law of variable proportions production function with two variable inputs is well understood
- The learners are able to distinguish between different cost concepts such as accounting cost and economic costs, implicit and explicit cost, fixed and variable costs, average and marginal costs
  - The learners have a fair view on different market structures such as monopolistic competition and oligopolistic markets
- The learners understand the concepts of cost-oriented pricing method.

## Reference Books

- Mehta, P.L.: Managerial Economics – Analysis, Problem and Cases (S. Chand & Sons, N. Delhi, 2000)
- Hirschey .M., Managerial Economics, Thomson South western (2003)
- Salvatore, D.: Managerial Economics in a global economy (Thomson South Western Singapore, 2001)
- Frank Robert.H, Bernanke. Ben S., Principles of Economics (Tata McGraw Hill (ed.3)
- Gregory Mankiw., Principles of Economics, Thomson South western (2002 reprint)
- Samuelson & Nordhaus.: Economics (Tata McGraw Hills, New Delhi, 2002)
- Pal Sumitra, Managerial Economics cases and concepts (Macmillan, New Delhi,2004)

### Allocation of 40 Marks---Internal evaluation

Method of evaluation	Marks
Written Test - Test 1	15
Power Point Presentation-Pre-set criteria	20
Class Participation & attendance	5
<b>TOTAL</b>	<b>40</b>

### Paper pattern for written test of 60 Marks

Question No.	Particulars	Marks per Question	Total marks	
Q.1	A Theory/ Concept based question	7	15	
	B Theory/ Concept based question	8		
	OR			
	C Theory/ Concept based question	7		
Q.2	D Theory/ Concept based question	8	15	
	A Theory/ Concept based question- Essay Type Answer	15		
	OR			
Q.3	B Theory/ Concept based question- Essay Type Answer	15	15	
	A Application Based Question	5		
	B Application Based Question	5		
Q.4	C Application Based Question	5	15	
	Short notes: Any Three out of Five	3*5		
<b>TOTAL</b>			<b>60</b>	

CRITERIA FOR EVALUATING POWER POINT PRESENTATION/CASE STUDY/APPLICATION BASED ACTIVITY:

MARKS: 20 FY/SY/TY BBA Shipping & Logistics Management: Division A/B Semester: \_\_\_\_\_

Name of the Topic		Date of Presentation:					
Sr . No	Roll No	Name of the student	Content (5)	Team building (5)	Presentation skills		Total(20)
					Verbal (5)	Non Verbal (5)	
1							
2							
3							
4							

Sign: 1\_\_\_\_\_ 2.\_\_\_\_\_ 3.\_\_\_\_\_ 4.\_\_\_\_\_ Faculty Sign: \_\_\_\_\_

Name of the Topic		Date of Presentation:					
Sr . No	Roll No	Name of the student	Content (5)	Team building (5)	Presentation skills		Total (20)
					Verba l (5)	Non Verbal (5)	
1							
2							
3							
4							

Sign: 1\_\_\_\_\_ 2.\_\_\_\_\_ 3.\_\_\_\_\_ 4.\_\_\_\_\_ Faculty Sign: \_\_\_\_\_

Name of the Topic		Date of Presentation:					
Sr . No	Roll No	Name of the student	Content (5)	Team building (5)	Presentation skills		Total (20)
					Verbal (5)	Non Verbal (5)	
1							
2							
3							
4							

Sign: 1\_\_\_\_\_ 2.\_\_\_\_\_ 3.\_\_\_\_\_ 4.\_\_\_\_\_ Faculty Sign: \_\_\_\_\_

# Bachelor of Business Administration Shipping and Logistics Management

*Under Choice Based Credit, Grading and Semester System  
Course Structure*

**(To be implemented from Academic Year- 2022-23)**

## Semester II

Course Code	Semester II	Credits
<b>Elective Courses (EC)</b>		
<b>Discipline Specific Elective (DSE) Courses</b>		
50201	Geography of Sea Transport	<b>03</b>
50202	Logistics Management	<b>03</b>
50203	Business Statistics	<b>03</b>
<b>Ability Enhancement Courses (AEC)</b>		
<b>Ability Enhancement Compulsory Courses (AECC)</b>		
50204	Business Communication II	<b>03</b>
<b>Skill Enhancement Courses (SEC)</b>		
50205	Foundation Course – II	<b>02</b>
<b>Core Courses (CC)</b>		
50206	Information Technology - II	<b>03</b>
50207	Economics - II	<b>03</b>
<b>Total Credits</b>		<b>20</b>

*Elective Courses (EC)*  
**Discipline Specific Elective (DSE) Courses**  
**Course Credit-3**  
**50201 Geography of Sea Transport**

**Objectives:**

- To enable the learner to comprehend the nuances of Sea transport network
- To enable the understanding of the impact of geographic features on shipping activities
- To create an interest in a career in sea trade

Sr. No.	Module	No. of Lectures
1		15
2	Introduction to Shipping Trade Routes determinants	15
3		15
4		15
	<b>Total</b>	<b>60</b>

**Syllabus**

Sr. No.	Modules / Units
1	<b>Introduction to Earth science, Topography and Economic Geography</b>
	<ul style="list-style-type: none"> <li>• <b>World Geography</b> World continents, Countries, Seas, Oceans, Location of ports, Canals, Water ways and their main trade.</li> <li>• <b>Influence of Geographical Features:</b> Physical geographical features, Climate, Wind, Tides and currents, Seasons of bad weather and their influence on shipping.</li> </ul>
2	<b>Application of Practical Geography</b>
	<ul style="list-style-type: none"> <li>• Time zones, International Date Line, Concept of day light saving time, Load line zones and their influence on shipping.</li> </ul>
3	<b>Introduction to Shipping Trade Routes determinants</b>
	<ul style="list-style-type: none"> <li>• <b>Transport Network</b> Modes of transport and their advantages and disadvantages, Sea transport- importance, Factors affecting, Major oceans routes and their influence on shipping.</li> </ul>
4	<b>Evolution of WTO and its role on preferential trade agreements</b>
	<ul style="list-style-type: none"> <li>• <b>World Trade</b> Factors affecting, Patterns of trade and the trade blocks like European Union, European Free Trade Association, North American Free Trade Agreement, Oil Producing and Exporting Countries, Association of South East Asian Nations, South Asian Association of Regional Countries, World Trade Organization.</li> </ul>

**Learning outcomes:**

- The learner appreciates the importance of Time zones and International date line.
- The learner is acquainted with patterns such as Free Trade Associations and other trading blocks.
- There is keen interest in exploring a career as a sea shipping agent.

## Reference Books

1. Shinde, P; "Geography of Resources"; Sheth Publications; 2008 edition or later.
2. Gupte, A.D. & Kapoor, A.N.; "Principles of Physical Geography: A Text book of Physiography"; S.Chand; 12<sup>th</sup> edition 2009 or later.
3. Dr.Tikka, R.N.; "Physical Geography"; SJ Publications, Meerut, 2006 edition or later.
4. Negi, B.S.; "Geography of Resources"; KedarNath Ram Nath, Meerut; 2010 edition or later.
5. Lake, P; "Physical Geography"; Cambridge, University Press; 2014 edition or later.  
Heintzelmen & Highsmith, R.M.; "World Regional Geography"; Prentice-Hall; 2011 edition or later.

## Teaching Pedagogy

Lectures/tutorials/field work/outreach activities/ project work/ vocational training/ viva /seminars / term papers/ assignments / presentations / self-study/case studies etc.or a combination of some of these. Sessions shall be interactive in nature to enable peer group learning.

### Allocation of 40 Marks---Internal evaluation

Method of evaluation	Marks
Written Test - Test 1	15
Power Point Presentation-Pre-set criteria	20
Class Participation & attendance	5
<b>TOTAL</b>	<b>40</b>

### Paper pattern for written test of 60 Marks

Question No.	Particulars	Marks per Question	Total marks	
Q.1	A   Theory/ Concept based question	7	15	
	B   Theory/ Concept based question	8		
	OR			
	C   Theory/ Concept based question	7		
	D   Theory/ Concept based question	8		
Q.2	A   Theory/ Concept based question- Essay Type Answer	15	15	
	OR			
	B   Theory/ Concept based question- Essay Type Answer	15		
Q.3	A   Application Based Question	5	15	
	B   Application Based Question	5		
	C   Application Based Question	5		
Q.4	Short notes: Any Three out of Five	3*5	15	
<b>TOTAL</b>			<b>60</b>	

CRITERIA FOR EVALUATING POWER POINT PRESENTATION/CASE STUDY/APPLICATION BASED ACTIVITY:

MARKS: 20 FY/SY/TY BBA Shipping & Logistics Management: Division A/B Semester: \_\_\_\_

Name of the Topic		Date of Presentation:					
Sr . No	Roll No	Name of the student	Content (5)	Team building (5)	Presentation skills		Total(20)
					Verbal (5)	Non Verbal (5)	
1							
2							
3							
4							

Sign: 1\_\_\_\_\_2.\_\_\_\_\_3.\_\_\_\_\_4.\_\_\_\_\_ Faculty Sign:\_\_\_\_\_

Name of the Topic		Date of Presentation:					
Sr . No	Roll No	Name of the student	Content (5)	Team building (5)	Presentation skills		Total (20)
					Verba l (5)	Non Verbal (5)	
1							
2							
3							
4							

Sign: 1\_\_\_\_\_2.\_\_\_\_\_3.\_\_\_\_\_4.\_\_\_\_\_ Faculty Sign:\_\_\_\_\_

Name of the Topic		Date of Presentation:					
Sr . No	Roll No	Name of the student	Content (5)	Team building (5)	Presentation skills		Total (20)
					Verbal (5)	Non Verbal (5)	
1							
2							
3							
4							

Sign: 1\_\_\_\_\_2.\_\_\_\_\_3.\_\_\_\_\_4.\_\_\_\_\_ Faculty Sign:\_\_\_\_\_

**Elective Courses (EC)**  
**Discipline Specific Elective (DSE) Courses**  
**Course Credit-3**  
**50202 Logistics Management**

**Objectives:**

- To sensitize the learner about the basics of logistics management
- To enable understanding of concepts and functions of logistics
- To understand the government policies related to logistics

Sr. No.	Module	No. of Lectures
1	Introduction to Logistics	15
2	Dynamics of supply chain Management	15
3	Store Organization and warehousing	15
4	Government Policies & Regulations	15
	<b>Total</b>	<b>60</b>

**Syllabus**

Sr. No.	Modules / Units
1	<b>Introduction to Logistics</b>
	<p><b>Overview of Logistics Management</b></p> <ul style="list-style-type: none"> <li>• Nature and concepts, Evolution of logistics and supply chain management, Components of logistics, Integrated logistics system.</li> </ul>
2	<b>Dynamics of supply chain Management</b>
	<ul style="list-style-type: none"> <li>• <b>Transportation</b> Functions of transportation, Elements of transportation cost, Modes of transportation, Multimodal transportation.</li> <li>• <b>Distribution</b> Physical distribution, Logistics outsourcing, Third party logistics (3PL), Fourth party logistics (4PL).</li> <li>• <b>Reverse Logistics</b> Challenges of products return, System design for reverse logistics, Reverse logistics a competitive tool.</li> <li>• <b>Customer Service</b> Measure of effectiveness of logistics system, Handling returns, Customer perception of service quality.</li> </ul>
3	<b>Store Organization and warehousing</b>
	<p>Types of stores, Stores location, Building and layout, Storage facility, Stockyard, Safety and security.</p> <ul style="list-style-type: none"> <li>• <b>Material Identification</b> Material identification system, Need of coding, Item codification, Classification, Monitoring the codification system.</li> <li>• <b>Material Handling</b> Material handling systems, Guidelines and principles of material handling.</li> <li>• <b>Information Systems</b> Use of logistics information systems (LIS) and IT-technology for logistics, Planning and co-ordination of logistics information systems.</li> </ul>
4	<b>Government Policies &amp; Regulations</b>
	<ul style="list-style-type: none"> <li>• Government policies and regulations related to logistics, Key enablers and growth drivers of the Indian logistics industry.</li> </ul>

**Learning outcomes:**

- The learner understands integrated logistics system.
- The learner is able to distinguish between the different modes of transport and understands Multimodal transportation.
- The learner appreciates Single window policy and the role of GOI.

**Reference Books**

1. Bhattacharya, S.K.; “Logistics Management – Definitions, Dimensions, and Functional Applications”; S.Chand; 2<sup>nd</sup> edition 2013 or later.
2. Shah, J; “Supply Chain Management; Text & Cases”; Pearson Education; 2016 edition or later.
3. Farahani, R.Z.; Rezapour, S.; Karday, L.; “Logistics Operations & Management: Concepts & Models”; Elsevier; 2011 edition or later.
4. Bhattacharya, S.K.; “Logistics Management – Definitions, Dimensions, and Functional Applications”; S.Chand; 2<sup>nd</sup> edition 2013 or later.
5. Shah, J; “Supply Chain Management; Text & Cases”; Pearson Education; 2016 edition or later.
6. Farahani, R.Z.; Rezapour, S.; Karday, L.; “Logistics Operations & Management: Concepts & Models”;

**Teaching Pedagogy**

Lectures/tutorials/field work/outreach activities/ project work/ vocational training/ viva /seminars / term papers/ assignments / presentations / self-study/case studies etc. or a combination of some of these. Sessions shall be interactive in nature to enable peer group learning.

**Allocation of 40 Marks---Internal evaluation**

Method of evaluation	Marks
Written Test - Test 1	15
Power Point Presentation-Pre-set criteria	20
Class Participation & attendance	5
<b>TOTAL</b>	<b>40</b>

**Paper pattern for written test of 60 Marks**

Question No.	Particulars	Marks per Question	Total marks	
Q.1	A   Theory/ Concept based question	7	15	
	B   Theory/ Concept based question	8		
	OR			
	C   Theory/ Concept based question	7		
Q.2	D   Theory/ Concept based question	8	15	
	A   Theory/ Concept based question- Essay Type Answer	15		
Q.3	OR		15	
	B   Theory/ Concept based question- Essay Type Answer	15		
	A   Application Based Question	5		
Q.4	B   Application Based Question	5	15	
	C   Application Based Question	5		
Q.4	Short notes: Any Three out of Five	3*5	15	
<b>TOTAL</b>			<b>60</b>	

CRITERIA FOR EVALUATING POWER POINT PRESENTATION/CASE STUDY/APPLICATION BASED ACTIVITY:

MARKS: 20 FY/SY/TY BBA Shipping & Logistics Management: Division A/B Semester: \_\_\_\_

Name of the Topic		Date of Presentation:					
Sr . No	Roll No	Name of the student	Content (5)	Team building (5)	Presentation skills		Total(20)
					Verbal (5)	Non Verbal (5)	
1							
2							
3							
4							

Sign: 1\_\_\_\_\_2.\_\_\_\_\_3.\_\_\_\_\_4.\_\_\_\_\_ Faculty Sign:\_\_\_\_\_

Name of the Topic		Date of Presentation:					
Sr . No	Roll No	Name of the student	Content (5)	Team building (5)	Presentation skills		Total (20)
					Verba l (5)	Non Verbal (5)	
1							
2							
3							
4							

Sign: 1\_\_\_\_\_2.\_\_\_\_\_3.\_\_\_\_\_4.\_\_\_\_\_ Faculty Sign:\_\_\_\_\_

Name of the Topic		Date of Presentation:					
Sr . No	Roll No	Name of the student	Content (5)	Team building (5)	Presentation skills		Total (20)
					Verbal (5)	Non Verbal (5)	
1							
2							
3							
4							

Sign: 1\_\_\_\_\_2.\_\_\_\_\_3.\_\_\_\_\_4.\_\_\_\_\_ Faculty Sign:\_\_\_\_\_

*Elective Courses (EC)*  
**Discipline Specific Elective (DSE) Courses**  
**Course Credit-3**  
**50203 Business Statistics**

**Objectives**

- To understand the basics of statistics and learn the various modes of presentation of data
- To apply the multiple tools useful in statistics
- To acquire knowledge of probability and standard statistical distribution
- To understand the concept of decision theory by using various methods

**Modules at a Glance**

Sr. No	Modules	No. of Lectures
1	Introduction to Statistics	15
2	Co-Relation and Linear Regression	15
3	Time Series and Index Number	15
4	Probability and Decision Theory	15
	<b>Total</b>	<b>60</b>

**Syllabus**

Sr. No.	Modules / Units
1	<p><b>Introduction to Statistics(Only for internal evaluation)</b></p> <p>Introduction: Functions/Scope, Importance, Limitations</p> <ul style="list-style-type: none"> <li>• Data: Relevance of Data(Current Scenario), Type of data(Primary &amp; Secondary), Primary(Census vs Samples, Method of Collection (In Brief), Secondary(Merits, Limitations, Sources) (In Brief)</li> <li>• Presentation Of Data: Classification – Frequency Distribution – Discrete &amp; Continuous, Tabulation, Graph(Frequency, Bar Diagram, Pie Chart, Histogram, Ogives)</li> <li>• Measures Of Central Tendency: Mean(A.M, Weighted, Combined), Median(Calculation and graphical using Ogives), Mode(Calculation and Graphical using Histogram), Comparative analysis of all measures of Central Tendency</li> </ul> <p>Measures of Dispersion,            Measures Of Dispersion: Range with C.R(Co-Efficient Of Range), Quartiles &amp; Quartile deviation with CQ (Co-Efficient Of Quartile), Mean Deviation from mean with CMD (Co-Efficient Of Mean Deviation), Standard deviation with CV(Co-Efficient Of Variance)</p>
2	<p><b>Bivariate Linear Correlation and Regression</b></p> <ul style="list-style-type: none"> <li>• Correlation Analysis: Meaning, Types of Correlation, And Determination of Correlation: Scatter diagram, Karl Pearson’s method of Correlation Coefficient and Spearman’s Rank Correlation Coefficient. ( No repetition of ranks)</li> <li>• Regression Analysis: Meaning, Concept of Regression equations, Slope of the Regression Line and its interpretation. Regression Coefficients, Relationship between Coefficient of Correlation and Regression Coefficients, Coefficient of Determination, Finding the equations of Regression lines by method of Least Squares</li> </ul>
3	<p><b>Time Series and Index Number</b></p> <ul style="list-style-type: none"> <li>• Time series: Concepts and components of a time series. Representation of trend by Freehand Curve Method, Estimation of Trend using Moving Average Method and Least Squares Method (Linear Trend only ).                Estimation of Seasonal Component using Simple Arithmetic Mean for Additive Model and Multiplicative Model (For Trend free data only). Concept of Forecasting using Least Squares Method.</li> <li>• Index Numbers: Concept and usage of Index numbers (wholesale price index, Sensex index), Types of Index numbers, Aggregate and Relative Index Numbers, Lasperye’s, Paasche’s, Dorbisch-Bowley’s, Marshall-Edgeworth and Fisher’s ideal index numbers.</li> </ul>

	Chain Base Index Nos. Shifting of Base year. Cost of Living Index Numbers, Concept of Real Income.
4	<b>Probability and Decision Theory</b>
	<p>Probability: Concept of Sample space, Concept of Event, Definition of Probability, Addition &amp; Multiplication laws of Probability, Conditional Probability, Bayes' Theorem(Concept only), Expectation &amp; Variance, Concept of Probability Distribution(Only Concept)</p> <ul style="list-style-type: none"> <li>• Decision Theory: Acts, State of Nature Events, Pay offs, Opportunity loss, Decision Making under Certainty, Decision Making under Uncertainty,</li> <li>• Non-Probability: Maximax, Maximin, Minimax, Regret, Laplace &amp; Hurwicz)</li> <li>• Probabilistics (Decision Making under risk):EMV, EOL, EVPI</li> <li>• Decision Tree</li> </ul>

### **Teaching Pedagogy**

Chalk and board, Excel

### **Learning Outcome**

- The learners are able to distinguish between different types of data and there is understanding of data presentation
- The learner is able to interpret data using methods for summarizing data assets, including common graphical tools such as box plots, histograms, frequency polygon and ogive curves
- Different types of decision theory and the practical application of the same is well understood

### **Reference Books:**

- Statistics of Management, Richard Levin & David S. Rubin, Printice Hall of India, New Delhi.
- Statistics for Business & Economics, David R Anderson, Dennis J Sweney, Thopmson Publication.
- Fundamental of Statistics, S C Gupta, Himalya Publication House.
- Business Statistics, Bharadwaj, Excel Books, Delhi
- Business Mathematics, S.K Singh & J.K Singh, Brijwasi Book Distributor & Publisher.

### Allocation of 40 Marks---Internal evaluation

Method of evaluation	Marks
Written Test - Test 1	15
Written Test - Test 2	15
Class Participation & attendance	10
<b>TOTAL</b>	<b>40</b>

### Question paper pattern

QuestionNo.	Particulars		Marks per Question	Total marks
Q.1		Attempt any 3 from the following Four questions		15
	A	Numerical	5	
	B	Numerical	5	
	C	Numerical	5	
	D	Theory question	5	
Q.2	A	Numerical	5	15
	B	Numerical	5	
	C	Numerical	5	
	D	Theory question	5	
Q.3	A	Numerical	5	15
	B	Numerical	5	
	C	Numerical	5	
	D	Theory question	5	
Q.4	A	Numerical	5	15
	B	Numerical	5	
	C	Numerical	5	
	D	Theory question	5	
<b>TOTAL</b>				<b>60</b>

**Ability Enhancement Courses (AEC)**  
**Ability Enhancement Compulsory Courses (AECC)**  
**Course Credit-3**  
**50204 Business Communication II**

**Objectives**

- To understand the effective use of power point presentation
- To understand the relevance and importance of conducting meetings
- To teach the formats of letter writing
- To enable the learners to adapt to the requirements of the industry

Modules at a Glance

Sr. No.	Modules	No. of Lectures
1	Presentation Skills	13
2	Group Communication	13
3	Business Correspondence	13
4	Language and Writing Skills	13
5	Presentation	8
<b>Total</b>		<b>60</b>

**Syllabus**

Sr. No.	Modules / Units
<b>1</b>	<b>Presentation Skills</b>
	<b>Presentations:</b> (to be tested in tutorials only) 4 Principles of Effective Presentation Effective use of PPT Effective use of statistical tools How to make a Power-Point Presentation
<b>2</b>	<b>Group Communication</b>
	<b>Interviews:</b> Group Discussion Preparing for an Interview, Types of Interviews – Selection, Appraisal, Grievance, Exit <b>Meetings:</b> Need and Importance of Meetings, Conduct of Meeting and Group Dynamics Role of the Chairperson, Role of the Participants, Drafting of Notice, Agenda and Resolutions <b>Conference:</b> Meaning and Importance of Conference Organizing a <b>Public Relations:</b> Meaning, Functions of PR Department, External and Internal Measures of PR
<b>3</b>	<b>Business Correspondence</b>
	<b>Trade Letters:</b> Purchase Order, Credit and Status Enquiry, Collection Explain in detail along with the specimens. <b>Only following to be taught in detail:-</b> Letters of Inquiry, Letters of Complaints, Claims, , Sales Letters, promotional leaflets and fliers Consumer Grievance Letters, Letters under Right to Information(RTI) Act
<b>4</b>	<b>Language and Writing Skills</b>
	<b>Reports:</b> Parts, Types, Feasibility Reports, Investigative Reports <b>Summarization:</b> Identification of main and supporting/sub points Presenting these in a cohesive manner

## Learning Outcomes

- The learners learn to use statistical tools in power point presentations
- The learners learn to write letters of enquiry and letters of complaint
- Practical application of preparing flyers and leaflets help the learners demonstrate their creativity
- The learners are able to write different types of reports

## Reference Books:

1. Agarwal, AnjuD(1989) A Practical Handbook for Consumers, IBH.
2. Alien, R.K.(1970) Organisational Management through Communication.
3. Ashley,A(1992) A Handbook Of Commercial Correspondence, Oxford University Press.
4. Aswathapa, K (1991)Organisational Behaviour, Himalayan Publication, Mumbai.
5. Atreya N and Guha (1994) Effective Credit Management, MMC School of Management, Mumbai.
6. Bahl,J.C. and Nagamia,S.M. (1974) Modern Business Correspondence and Minute Writing.
7. Balan,K.R. and Rayudu C.S. (1996) Effective Communication, Beacon New Delhi. • Bangh, LSue, Fryar,Maridell and Thomas David A. (1998) How to Write First Class Business Correspondence, N.T.C. Publishing Group USA.
8. Banerjee, Bani P (2005) Foundation of Ethics in Mangement Excel Books  
10.Businessworld Special Collector's Issue: Ethics and the Manager
9. Barkar, Alan(1993) Making Meetings Work, Sterling Publications Pvt. Ltd., New Delhi.
10. Basu,C.R.(1998) Business Organisation and Management, T.M.H.New Delhi.
11. Benjamin, James (1993) Business and Professional Communication Concepts and Practices, Harper Collins College Publishers, New York.
12. Bhargava and Bhargava91971) Company Notices, Meetings and Regulations
13. Black, Sam (1972) Practical Public Relations, E.L.B.S. London.
14. BoveeCourtland,L and Thrill, John V(1989) Business Communication, Today McGraw Hill, New York, Taxman Publication.
15. Burton, G and Thakur, (1995) Management Today- Principles and Practices. T.M.H.,New Delhi.
16. Darrow, Richard, Forrstal, Dan and Coolman, Aubrey (1967) Public Relations Handbook, TheDartwell Co., Chicago.
17. Dayal, Ishwar(9810) Managing Large Organizations: A Comparative Study.
18. Drucher,P.F.((1970) Technology, Management and Society, Pan Books London.
19. Drucher,P.F.((1974)Management Responsibilities Practices, Heinemann, London.  
22.Eyre, E.C. (1985) Effective Communication Made Simple, Rupa and Co.Calcutta.
20. Ecouse Barry, (1999), Competitive Communication: A Rhetoric for Modern Business, OUP.
21. Fisher Dalmar, (1999), Communication in Organisation, Jaico Pub House, Mumbai, Delhi.
22. Frailley, L.E. (1982) Handbook of Business Letters, Revised Edn. Prentice Hall Inc. French, Astrid (1993) Interpersonal Skills. Sterling Publishers, New Delhi.
23. Fritzsche, David J (2005) Business Ethics: A Global and Managerial Perspective

### Teaching Pedagogy

Use of technology, Chalk and Talk method, Role Play, Group discussions, Play learn method, case study analysis, Flip class, Quiz, management games would be conducted in the class to make learning an enjoyable experience.

### Business Communication- II Allocation of 40 Marks---Internal evaluation

Method of evaluation	Marks
Reading Newspaper article in class & Discussing	10
SWOC- Self Analysis of learners	10
Paragraph Writing	5
Report Writing	15
<b>TOTAL</b>	<b>40</b>

#### Paper pattern for written test of 15 Marks

Question No	Particulars	Marks
Q.1	Question based on theory/concept taught. (Any Two out of Three)	10
	OR	
	Application based question	
Q.2	Write short note (Any One out of Two)	5
<b>TOTAL</b>		<b>15</b>

#### Paper pattern for written test of 60 Marks

Question No.	Particulars	Marks per Question	Total marks	
Q.1	A Theory/ Concept based question	7	15	
	B Theory/ Concept based question	8		
	OR			
	C Theory/ Concept based question	7		
	D Theory/ Concept based question	8		
Q.2	A Theory/ Concept based question- Essay Type Answer	15	15	
	OR			
	B Theory/ Concept based question- Essay Type Answer	15		
Q.3	A Application Based Question	5	15	
	B Application Based Question	5		
	C Application Based Question	5		
Q.4	Short notes: Any Three out of Five	3*5	15	
<b>TOTAL</b>			<b>60</b>	

**CRITERIA FOR EVALUATING POWER POINT PRESENTATION/CASE STUDY/  
APPLICATION BASED ACTIVITY: \_\_\_\_\_**

**MARKS: 20 FY/SY/TY BBA Shipping & Logistics Management : Division A/B Semester: \_\_\_\_\_**

Name of the Topic		Date of Presentation:					
Sr . No	Roll No	Name of the student	Content (5)	Team buildin g (5)	Presentation skills		Total (20)
					Verba l (5)	Non Verbal (5)	
1							
2							
3							
4							

Sign: 1 \_\_\_\_\_ 2. \_\_\_\_\_ 3. \_\_\_\_\_ 4. \_\_\_\_\_ Faculty Sign: \_\_\_\_\_

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Name of the Topic		Date of Presentation:					
Sr . No	Roll No	Name of the student	Content (5)	Team buildin g (5)	Presentation skills		Total (20)
					Verba l (5)	Non Verbal (5)	
1							
2							
3							
4							

Sign: 1 \_\_\_\_\_ 2. \_\_\_\_\_ 3. \_\_\_\_\_ 4. \_\_\_\_\_ Faculty Sign: \_\_\_\_\_

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Name of the Topic		Date of Presentation:					
Sr . No	Roll No	Name of the student	Content (5)	Team buildin g (5)	Presentation skills		Total (20)
					Verba l (5)	Non Verbal (5)	
1							
2							
3							
4							

Sign: 1 \_\_\_\_\_ 2. \_\_\_\_\_ 3. \_\_\_\_\_ 4. \_\_\_\_\_ Faculty Sign: \_\_\_\_\_

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**Skill Enhancement Courses**  
**Course Credit-2**  
**50205 Foundation Course I**

**Objectives**

- To understand the concept of liberalisation, privatisation and globalisation
- To ensure that the learners understand the concept of human rights with special reference to fundamental rights as stated in the constitution of India
- To understand oneself and manage personal stress and conflict for harmonious interpersonal relationships.

Modules at a Glance

Sr. No.	Modules	No. of Lectures
1	Globalisation and Indian Society	15
2	Human Rights	15
3	Understanding oneself	15
4	Stress and conflict management	15
<b>Total</b>		<b>60</b>

**Syllabus**

Sr. No	Modules /Units
<b>1</b>	<b>Globalisation and Indian Society</b>
	Understanding the concepts of liberalization, privatization and globalization; Growth of information technology and communication and its impact manifested in everyday life; Impact of globalization on industry: changes in employment and increasing migration; Changes in agrarian sector due to globalization; rise in corporate farming and challenges in Farming.
<b>2</b>	<b>Human Rights</b>
	Concept of Human Rights; origin and evolution of the concept; The Universal Declaration of Human Rights; Human Rights constituents with special reference to Fundamental Rights stated in the Constitution
<b>3</b>	<b>Understanding oneself</b>
	Defining self and Personality development; determinants of Personality development; Agents of socialization and the role played by them in developing the individual; Maslow's theory of self actualisation. Aggression and violence as the public expression of conflict
<b>4</b>	<b>Stress and conflict management</b>
	Meaning of stress ; it's causes and coping mechanisms for managing stress; Meaning of conflict; It's causes and response in society; Individual Conflict-resolution and efforts towards building peace and harmony in society

**Learning Outcome:**

- The learners are familiarized with the concept of LPG
- The learners are familiarized with the human rights as laid down in the Constitution
- The learners understand the causes of stress and are able to effectively use the theory learned to be able to overcome stress
- The learners are able to use the coping mechanisms for managing stress at an individual level

### **Reference Books**

- A decade of economic reforms in India (The past, the present, the future) Edited by RajKapila and Uma Kapila, Academic Foundation (2002)
- Impact of the policies of WTO on Indian agriculture - S. Nehru, Serial Pub. (2012)
- Privatisation of public enterprises – Emerging dimensions – Editedby G.S. Batra,NarinderKaur ,Anmol Pub. (1995)
- Economics of development – Dwight Perkins, Steven Radelet, David Lindauer, Nortoncompany
- Industrial Policy and economic development in India (1947 -2012) – AnupChatterjeeNewCentury Pub. (2012)
- Globalisation and development of backward areas – Edited by G. Satyanarayana NewCentury Pub. (2007)
- Contemporary issues in globalisation – An introduction to theory and policy in IndiaSoumyenSikder , Oxford University Press (2002)
- Environmental Studies – Dr. Vijay Kumar Tiwari , Himalayan Pub. (2010)
- Ecology and environment – Benu Singh, Vista International Pub. (2006)
- Universal Human Rights : In theory and practice, Jack Donnelly, (2014)
- StressManagement – Dr. N. Tejmani Singh ,Maxford books
- Stress blasters – Brian Chchester, Perry Garfinkel and others, Rodale Press (1997)

### Teaching Pedagogy

Use of technology, Chalk and Talk method, Role Play, Group discussions, Play learn method, case study analysis, Flip class, Quiz, management games.

#### Internal evaluation

Method of evaluation	Marks
Written Test	15
Power Point Presentation-Pre-set criteria	20
Class Participation & attendance	5
<b>TOTAL</b>	<b>40</b>

#### Paper pattern for written test of 15 Marks

Question No	Particulars	Marks
Q.1	Question based on theory/concept taught. (Any Two out of Three)	10
	OR	
	Application based question	
Q.2	Write short note (Any One out of Two)	5
<b>TOTAL</b>		<b>15</b>

#### Paper pattern for written test of 60 Marks

Question No.	Particulars	Marks per Question	Total marks	
Q.1	A   Theory/ Concept based question	7	15	
	B   Theory/ Concept based question	8		
	OR			
	C   Theory/ Concept based question	7		
	D   Theory/ Concept based question	8		
Q.2	A   Theory/ Concept based question- Essay Type Answer	15	15	
	OR			
	B   Theory/ Concept based question- Essay Type Answer	15		
Q.3	A   Application Based Question	5	15	
	B   Application Based Question	5		
	C   Application Based Question	5		
Q.4	Short notes: Any Three out of Five	3*5	15	
<b>TOTAL</b>			<b>60</b>	

CRITERIA FOR EVALUATING POWER POINT PRESENTATION/CASE STUDY/  
APPLICATION BASED ACTIVITY: \_\_\_\_\_

MARKS: 20 FY/SY/TY BBA Shipping & Logistics Management: Division A/B Semester: \_\_\_\_\_

Name of the Topic		Date of Presentation:					
Sr . No	Roll No	Name of the student	Content (5)	Team buildin g (5)	Presentation skills		Total (20)
					Verba l (5)	Non Verbal (5)	
1							
2							
3							
4							

Sign: 1 \_\_\_\_\_ 2. \_\_\_\_\_ 3. \_\_\_\_\_ 4. \_\_\_\_\_ Faculty Sign: \_\_\_\_\_

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Name of the Topic		Date of Presentation:					
Sr . No	Roll No	Name of the student	Content (5)	Team buildin g (5)	Presentation skills		Total (20)
					Verba l (5)	Non Verbal (5)	
1							
2							
3							
4							

Sign: 1 \_\_\_\_\_ 2. \_\_\_\_\_ 3. \_\_\_\_\_ 4. \_\_\_\_\_ Faculty Sign: \_\_\_\_\_

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Name of the Topic		Date of Presentation:					
Sr . No	Roll No	Name of the student	Content (5)	Team buildin g (5)	Presentation skills		Total (20)
					Verba l (5)	Non Verbal (5)	
1							
2							
3							
4							

Sign: 1 \_\_\_\_\_ 2. \_\_\_\_\_ 3. \_\_\_\_\_ 4. \_\_\_\_\_ Faculty Sign: \_\_\_\_\_

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**Core Course**  
**Course Credit-3**  
**50206 Information Technology-II**

Objectives of the course:

- To understand managerial decision-making and to develop perceptiveness of major functional areas of MIS.
- To provide conceptual study of Enterprise Resource Planning, Supply Chain Management, Customer Relationship Management, Key issues in implementation. To learn and understand relationship between database management and data warehouse approaches, the requirements and applications of data warehouse
- To learn outsourcing concepts. BPO/KPO industries, their structures, Cloud computing

Modules at a Glance

Sr. No.	Modules	No. of Lectures
1	Management Information system	15
2	ERP/E-SCM/E-CRM	15
3	Introduction to databases and data warehouse	15
4	Outsourcing	15
	<b>TOTAL</b>	<b>60</b>

**Syllabus**

Sr. No	Modules/Units
<b>1</b>	<b>Management Information System</b>
	<ul style="list-style-type: none"> <li>• Overview of MIS, Types of information system Definition, Characteristics</li> <li>• <b>Subsystems of MIS</b> (Activity and Functional subsystems)</li> <li>• <b>Structure of MIS</b></li> <li>• <b>Reasons for failure of MIS.</b></li> <li>• <b>Understanding Major Functional Systems</b> Marketing &amp; Sales Systems Finance &amp; Accounting Systems Manufacturing &amp; Production Systems Human Resource Systems Inventory Systems</li> <li>• <b>Sub systems, description and organizational levels</b></li> <li>• <b>Decision support system</b> Definition Relationship with MIS</li> <li>• Evolution of DSS, Characteristics, classification, objectives, components, applications of DSS</li> </ul>
<b>2</b>	<b>ERP/E-SCM/E-CRM</b>
	<ul style="list-style-type: none"> <li>• Concepts of ERP</li> <li>• <b>Architecture of ERP</b> Generic modules of ERP</li> <li>• <b>Applications of ERP</b></li> <li>• <b>ERP Implementation concepts</b> ERP lifecycle</li> <li>• , Tally, group ledgers, voucher entries and different reports</li> </ul>

	<ul style="list-style-type: none"> <li>• <b>Concept of e-CRM</b> E-CRM Solutions and its advantages, How technology helps?</li> <li>• <b>CRM Capabilities and customer Life cycle</b> Privacy Issues and CRM</li> <li>• <b>Data Mining and CRM</b> CRM and workflow Automation</li> <li>• <b>Concept of E-SCM</b> Strategic advantages, benefits E-SCM Components and Chain Architecture</li> <li>• <b>Major Trends in e-SCM</b></li> <li>• Case studies ERP/SCM/CRM</li> </ul>
<b>3</b>	<b>Introduction to Data base and Data warehouse</b>
	<ul style="list-style-type: none"> <li>• Introduction to DBMS Meaning of DBMS, Need for using DBMS. Concepts of tables, records, attributes, keys, integrity constraints, schema architecture, data independence.</li> <li>• <b>Data Warehousing and Data Mining</b> Concepts of Data warehousing, Importance of data warehouse for an organization Characteristics of Data warehouse Functions of Data warehouse Data warehouse architecture Business use of data warehouse Standard Reports and queries</li> <li>• <b>Data Mining</b> The scope and the techniques used</li> <li>• <b>Business Applications of Data warehousing and Data mining</b></li> </ul>
<b>4</b>	<b>Outsourcing</b>
	<ul style="list-style-type: none"> <li>• Introduction to Outsourcing Meaning of Outsourcing, Need for outsourcing Scope of Outsourcing. Outsourcing : IT and Business Processes</li> <li>• <b>Business Process Outsourcing (BPO)</b> Introduction</li> <li>• <b>BPO Vendors</b> How does BPO Work? BPO Service scope Benefits of BPO BPO and IT Services Project Management approach in BPO BPO and IT-enabled services</li> <li>• <b>BPO Business Model</b> Strategy for Business Process Outsourcing Process of BPO ITO Vs BPO</li> <li>• <b>BPO to KPO</b> Meaning of KPO KPO vs BPO KPO : Opportunity and Scope KPO challenges KPO Indian Scenario</li> <li>• <b>Outsourcing in Cloud Environment</b> Cloud computing offerings</li> <li>• <b>Traditional Outsourcing Vs. Cloud Computing</b></li> </ul>

Learning outcome:

- Solve organization problems, individually and/or in teams, using quantitative, qualitative, and technology-enhanced approaches.
- Demonstrate professional communication and behavior.
- Apply knowledge of business concepts and functions in an integrated manner.

**Reference Books**

1. Information Technology for Management, 6TH ED (With CD) By Efraim Turban, Dorothy Leidner, Ephraim Mclean, James Wetherbe (Ch1, Ch2)
2. Microsoft Office Professional 2013 Step by Step By Beth Melton, Mark Dodge, EchoSwinford, Andrew Couch
3. Tata McGraw Hill Joseph, P.T. : E-commerce An Indian Perspective (Ch-13,Ch-14)
4. Computer Viruses and Related Threats: A Management Guide (Ch-2, Ch-3) By John P.Wack, Lisa J. Carnahan
- 5.(EBook:<https://play.google.com/books/reader?id=tsP15h9gr8MC&printsec=frontcover&output=reader&hl=en&pg=GBS.PR7.w.2.1.0>)
6. Electronic Commerce - Technologies & Applications. Bharat, Bhaskar
- 7.<https://play.google.com/books/reader?id=F1zbUaBtk7IC&printsec=frontcover&output=reader&hl=en&pg=GBS.PP1>

### Teaching Pedagogy

Use of technology, Chalk and Talk method, Group discussions, case study analysis, Flip class, Quiz, management games would be conducted in the class to make learning an enjoyable experience.

#### Information Technology in Business Management-II

#### Allocation of 40 Marks---Internal evaluation

Method of evaluation	Marks
Practicals	20
Class Test	15
Class Participation & attendance	5
<b>TOTAL</b>	<b>40</b>

#### Suggested Paper pattern for written test of 15 Marks

Question No	Particulars	Marks
Q.1	Question based on theory/concept taught. (Any Two out of Three)	10
	OR	
	Application based question	
Q.2	Write short note (Any One out of Two)	5
<b>TOTAL</b>		<b>15</b>

#### Paper pattern for written test of 60 Marks

Question No.	Particulars	Marks per Question	Total marks	
Q.1	A   Theory/ Concept based question	7	15	
	B   Theory/ Concept based question	8		
	OR			
	C   Theory/ Concept based question	7		
	D   Theory/ Concept based question	8		
Q.2	A   Theory/ Concept based question- Essay Type Answer	15	15	
	OR			
	B   Theory/ Concept based question- Essay Type Answer	15		
Q.3	A   Application Based Question	5	15	
	B   Application Based Question	5		
	C   Application Based Question	5		
Q.4	Short notes: Any Three out of Five	3*5	15	
<b>TOTAL</b>			<b>60</b>	

**Core Course**  
**Course Credit-3**  
**50207 Economics -II**

**Objectives**

- Understand the fundamental principles and models of modern **economics** in depth and be able to apply them to **economic** and social issues.
- Be able to use mathematical models to analyze behavior.
- Be able to apply advanced, modern econometric methods to the analysis of data.

Modules at a Glance

Sr. No.	Modules	No. of Lectures
1	Introduction to Macroeconomic Data and Theory	15
2	Money, Inflation and Monetary Policy	15
3	Constituents of Fiscal Policy	15
4	Open Economy : Theory and Issues of International Trade	15
	<b>TOTAL</b>	<b>60</b>

Sr. No	Approved Syllabus
<b>1</b>	<b>Introduction to Macroeconomic Data and Theory</b>
	<ul style="list-style-type: none"> <li>• <b>Macroeconomics:</b> Meaning, Scope and Importance.</li> <li>• <b>Circular flow of aggregate income and expenditure:</b> closed and open economy models</li> <li>• <b>The Measurement of national product:</b> Meaning and Importance - conventional and Green GNP and NNP concepts - Relationship between National Income and Economic Welfare.</li> </ul>
<b>2</b>	<b>Money, Inflation and Monetary Policy</b>
	<ul style="list-style-type: none"> <li>• <b>Money Supply:</b> Determinants of Money Supply - Factors influencing Velocity of Circulation of Money</li> <li>• <b>Demand for Money : factors data mining demand for money</b></li> <li>• <b>Inflation:</b> Demand Pull Inflation and Cost Push Inflation - Effects of Inflation- Nature of inflation in a developing economy.</li> <li>• <b>Monetary policy :</b> Meaning, objectives and instruments, inflation targeting</li> </ul>
<b>3</b>	<b>Constituents of Fiscal Policy</b>
	<ul style="list-style-type: none"> <li>• <b>Role of a Government</b> to provide Public goods- Principles of Sound and Functional Finance</li> <li>• <b>Instruments of Fiscal policy :</b> Canons of taxation - Factors influencing incidence of taxation - Effects of taxation Significance of Public Expenditure - Social security contributions- Low Income Support and Social Insurance Programmes - Public Debt - Types, Public Debt and Fiscal Solvency, Burden of debt finance</li> <li>• <b>Union budget</b> -Structure- Deficit concepts-Fiscal Responsibility and Budget Management Act.</li> </ul>
<b>4</b>	<b>Open Economy : Theory and Issues of International Trade</b>
	<ul style="list-style-type: none"> <li>• <b>Foreign Investment :</b> Foreign Portfolio investment- Benefits of Portfolio capital flows-Foreign Direct Investment - Merits of Foreign Direct Investment - Role of Multinational corporations</li> <li>• <b>Balance of Payments:</b> Structure -Types of Disequilibrium - Measures to correct disequilibrium in BOP.</li> <li>• <b>Foreign Exchange and foreign exchange market :</b> Spot and Forward rate of Exchange - Hedging, Speculation and Arbitrage -Fixed and Flexible exchange rates- Managed flexibility</li> </ul>

Learning Outcome of the course:

- Learner would be able to use critical thinking skills within the discipline of economics about economic matters.
- He/She would be able to present viewpoints and alternative hypothesis on economic issues.
- The learner would be able to recognize underlying assumptions in economic models.

### Reference Books

- 1 Ackley. G (1976), Macro Economic Theory and Policy, Macmillan Publishing Co. New York
- 2 Ahuja. H.L., Modern Economics — S.Chand Company Ltd. New Delhi.
- 3 Blanchard Olivier (2000), Macro Economics, Englewood Elitt, Prentice Hall
- 4 Bouman John, Principles of Macro Economics
- 5 Dornbusch , Rudiger, Fisher Stanley and Startz, Richards Macroeconomics, Nineth edition 2004 Tata-Mac Graw Hill, New Delhi.
- 6 Dwivedi, D.N.(2001),Macroeconomics: Theory and Policy, Tata-Mac GrawHill, New Delhi.
- 7 Friedman Hilton (1953) Essays in Positive Economics, University of Chicago Press, London.
- 8 Gregory. N. Mankiw, Macroeconomics, Fifth Edition (2002) New York: Worth Publishers
- 9 Jhingan, M.L., Principles of Economics— Vrinda Publications (P) Ltd.
- 10 Shapiro, E (1996), Macro-Economic Analysis ,Galgotia Publication, New Delhi.
- 11 Vaish .M.C. (2010) Macro Economic Theory 14th edition, Vikas Publishing House(P)Ltd

### Teaching Pedagogy

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**Business Economics- II**  
Allocation of 40 Marks---Internal evaluation

<b>Method of evaluation</b>	<b>Marks</b>
PPT	20
Class Test	15
Class Participation & attendance	5
<b>TOTAL</b>	<b>40</b>

**Suggested Paper pattern for written test of 15 Marks**

<b>Question No</b>	<b>Particulars</b>	<b>Marks</b>
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	OR	
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Paper pattern for written test of 60 Marks

<b>Question No.</b>	<b>Particulars</b>		<b>Marks per Question</b>	<b>Total marks</b>
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	B	Application Based Question	5	
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		Short notes: Any Three out of Five	3*5	
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CRITERIA FOR EVALUATING POWER POINT  
PRESENTATION/CASE STUDY/APPLICATION BASED  
ACTIVITY: \_\_\_\_\_

MARKS: 20 FY/SY/TY BBA Shipping & Logistics Management: Division A/B Semester: \_\_\_\_\_

Name of the Topic		Date of Presentation:					
Sr. No	Roll No	Name of the student	Content (5)	Team building (5)	Presentation skills		Total (20)
					Verbal (5)	Non Verbal (5)	
1							
2							
3							
4							

Sign: 1 \_\_\_\_\_ 2. \_\_\_\_\_ 3. \_\_\_\_\_ 4. \_\_\_\_\_ Faculty Sign: \_\_\_\_\_

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Name of the Topic		Date of Presentation:					
Sr. No	Roll No	Name of the student	Content (5)	Team building (5)	Presentation skills		Total (20)
					Verbal (5)	Non Verbal (5)	
1							
2							
3							
4							

Sign: 1 \_\_\_\_\_ 2. \_\_\_\_\_ 3. \_\_\_\_\_ 4. \_\_\_\_\_ Faculty Sign: \_\_\_\_\_

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Name of the Topic		Date of Presentation:					
Sr. No	Roll No	Name of the student	Content (5)	Team building (5)	Presentation skills		Total (20)
					Verbal (5)	Non Verbal (5)	
1							
2							
3							
4							

Sign: 1 \_\_\_\_\_ 2. \_\_\_\_\_ 3. \_\_\_\_\_ 4. \_\_\_\_\_ Faculty Sign: \_\_\_\_\_

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