

S P Mandali's

**R. A. PODAR COLLEGE OF COMMERCE AND ECONOMICS**

**(EMPOWERED AUTONOMOUS)**

Matunga, Mumbai-400019

**AICTE APPROVED**

**DTE: 3568**

## **Course Structure**

**BACHELOR OF BUSINESS ADMINISTRATION**

**(SHIPPING & LOGISTICS MANAGEMENT)**

**SYBBA-Semester III & IV**

S P Mandali's

**R. A. PODAR COLLEGE OF COMMERCE AND ECONOMICS**

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Matunga, Mumbai- 400019

**AICTE APPROVED**

Syllabus And  
Question paper pattern

**BACHELOR OF BUSINESS ADMINISTRATION**

**(SHIPPING AND LOGISTICS MANAGEMENT)**

**S.Y.B.B.A -SEMESTER III**

Syllabus as per National Education Policy 2020  
To be implemented for Academic Year 2025-2026

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

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

Syllabus as per National Education Policy 2020

**Course Structure**

**S.Y.BBA (Level 5)**

(To be implemented from Academic Year- 2025-26)

## Semester III

No. of courses	Course Code	Semester III	Credits
		<b>Elective Courses (EC)</b>	
1		<b>Discipline Specific Elective (DSE) Courses (Major)</b>	
1. A.a	PUE103201	Multi-mode Transport: Air transport	03
1. A.b	PUE103202	Multi-mode Transport: Road transport	03
1.A.c	PUE103203	Multi-mode Transport: Rail transport	03
2		<b>Discipline Specific Elective (DSE) Courses (Minor)</b>	
2.A. a	PUE203201	Packaging and Labelling	03
3		<b>General Elective/ OE</b>	6 (03)
3.A. a	PUD303201	HR Analytics	03
<b>3.A.b</b>	PUD303202	Block chain Technology	03
<b>3.A.c</b>	PUD303203	Data Visualization using Power BI	
4		<b>Vocational Skill Enhancement Courses (VSC)</b>	
4.A.a	PUE403201	International Conventions, TRA Commercial Law and Rules	03
5		<b>Ability Enhancement Course</b>	
5.A		Linguistic Studies-I	02
5.A.a	PUA503201	Sanskrit	
5.A.b	PUA503202	Marathi	
5.A.c	PUA503203	Hindi	
6		<b>Internship/Field Project/ Research Project/ Community Engagement</b>	
6.A.a	PUA603201	Foundation of Research Skills (Internship/Field Project/Research Project/Community Engagement)	02
<b>TOTAL</b>		<b>Cumulative Credits</b>	<b>22</b>

**Syllabus of courses of SY BBA  
(Shipping and Logistics Management) Programme  
(With effect from the Academic Year 2025-2026)**

**1. Major**

**1.A. Discipline Specific Core Courses**

**1.A.a Multi-mode Transport: Air transport**

(3 Credits)

Semester III

1.Major	
1.A Course I	
1.A.a Multi-mode Transport- Air Transport (Course Credit 3)	
Course Objectives and Course Outcomes	
Course Objectives	
CObj 1	To enable the learner to understand the nuances of air transport
CObj 2	To ensure that the learner can distinguish between the different types of goods
CObj 3	To understand the relevance of various documents in air transport
CObj 4	To study the different rates applicable to the goods using air transport
Course Outcomes	
COut 1	Ensures the understanding of different documents required in Air transport
COut 2	Enhances the ability of the student to differentiate between different types of goods
COut 3	Learner acquires knowledge of the different rates applicable in Air transport
COut 4	The learner acquires knowledge about the role of agencies in Air transport

**Modules at a Glance**

Sr. No.	Modules	No. of Lectures
1	Introduction, Industry regulations, Air Cargo agency	15
2	Aircraft, Handling facilities, Air cargo acceptance and cargo booking procedures	15
3	Cargo Automation, Air waybill, Cargo rates and charges	15
<b>Total</b>		<b>45</b>

## SYLLABUS

Sr. No.	Modules / Units
1	<p><b>Industry regulations, Air Cargo Agency, World geography, Use of guides, Aircraft</b></p> <p>ICAO, IATA - International Air Transport Association            FIATA - International Federation of Freight Forwarders Associations  <b>The Air Cargo Agency</b>            The IATA Air Cargo Agent/Intermediary (current program), The Consolidator            Air Cargo Agent's Operations, Air Cargo Agent's Service, Functions Organization of Air Cargo, Agencies Liability  <b>World Geography</b>            Geography and IATA Three-Letter Codes, IATA Areas and Sub-areas, Time Differences, Calculation of Transportation Time  <b>Use of Guides</b>            The OAG Cargo Guide and The OAG Flight Guide</p>
2	<p><b>Aircraft, Handling facilities, Air cargo acceptance and cargo booking procedures</b></p> <p>Aircraft, The Aircraft, Bulk Load Limitations, Unit Load Devices,            Determining the Acceptance of Cargo to Carriers, Handling Facilities, Airports,            Aircraft Handling Facilities, Cargo Terminal Facilities, Customs Clearance Process through Air mode            Operational risk factors while handling goods at the port            Air Cargo Acceptance, Instructions for Carriage, Acceptance based on the Shipper's Letter of Instruction, Acceptance of Special Cargo, Cargo Booking Procedures,            How to Make a Cargo Booking and Airlines' Internal Booking Procedures</p>
3	<p><b>Cargo Automation, Air waybill, Cargo rates and charges</b></p> <p>Cargo Automation            Administrative Automation, Physical Handling Automation, Cargo iQ e-Freight and e-AWB including Cargo-XML            The Air Waybill            Types of Air Waybills and their Function, Completing the Air Waybill and Labeling and Marking Cargo            Air Cargo Rates and Charges            The Air Cargo Tariff (TACT), IATA Areas and Sub-areas, Chargeable Weight, Currencies, Rates and Charges, General Rules, Minimum Charges, General cargo Rates (GCR), Specific Commodity Rates (SCR), Class Rates, Lower Charge in Higher, Weight Category, Precedence of Rates and Charges, Valuation Charges, Charges, Collect Shipments, Disbursements, Other Charges and Fees, Rating            Concept within Europe</p>

### Reference books:

- Introduction To the Air Transport System (Hb 2022) by Kalic M, CRC Press
- Air Transport Management: An International Perspective by Dr Lucy Budd and Stephenson, Taylor, and Francis
- Introduction to Air Transport Economics (Paperback) | Released: 08 Feb 2018
- By: Ken Fleming (Author) , Thomas Tacker (Author) , Bijan Vasigh (Author)

## Teaching Pedagogy

Lectures/tutorials/fieldwork/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.

**Question Paper Pattern (Academic Year: 2025-2026)**  
**Multimodal Transport-Air Transport**  
**Semester End Examination and Practical Examination – 100 Marks**  
**SEMESTER III**

### A] Semester End Examination (SEE)- 60 Marks

Maximum Marks: 60

Duration: 2 Hours

- Note: 1. All questions are compulsory.  
 2. All questions carry equal marks.

### B] Internal Evaluation - 40 Marks

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

Method of evaluation	Total marks
Assignment/ Quiz/ Case Study/ Report on guest lecture/ activity	20
PowerPoint Presentation Preset criteria	20
<b>TOTAL</b>	<b>40</b>

#### Paper pattern for written test for 60 marks

Question No.	Particulars (Nature of Questions)	Marks (Given)	Marks (To Be Attempted)
Q-1	Attempt <b>any four</b> of the following. A. Theory / Case study/ concept-based question B. Theory / Case study/ concept-based question C. Theory / Case study/ concept-based question D. Theory / Case study/ concept-based question E. Theory / Case study/ concept-based question	25	20
Q-2	Attempt <b>any four</b> of the following. A. Theory / Case study/ concept-based question B. Theory / Case study/ concept-based question C. Theory / Case study/ concept-based question D. Theory / Case study/ concept-based question E. Theory / Case study/ concept-based question	25	20
Q-3	Attempt <b>any four</b> of the following. A. Theory / Case study/ concept-based question B. Theory / Case study/ concept-based question C. Theory / Case study/ concept-based question D. Theory / Case study/ concept-based question E. Theory / Case study/ concept-based question	25	20
	<b>Total</b>	75	60

**Syllabus of courses of SY BBA  
(Shipping and Logistics Management) Programme  
(With effect from the Academic Year 2025-2026)**

**1. Major**

**1.A. Discipline Specific Core Courses**

**1.A.a Multi-mode Transport Road Transport**

(3 Credits)

Semester III

1.Major	
1.A Course II	
1.A.b Multi-mode Transport Road Transport (Course Credit 3)	
Course Objectives and Course Outcomes	
Course Objectives	
CObj 1	To make the learner aware of International Conventions and National Laws in Road Transport
CObj 2	To provide an in-depth explanation of the CMR Convention
CObj 3	To help learners explore Geography and Infrastructure in Road Transport
CObj 4	To appraise the learner of challenges and solutions in Road Transportation
Course Outcomes	
COut 1	Ensures easy understanding of the duties and responsibilities of a shipper
COut 2	The learner acquires knowledge of the freight structure
COut 3	Enhances the learner's ability to deal with the issues related to Road transport
COut 4	Learner is abreast with the trends in road transport

**Modules at a glance**

Sr No.	Modules	No. of Lectures
1	Introduction, features, Geography, Documentation	15
2	Freight rate structure, Regulatory framework, challenges and optimization	15
3	Future Trends and Policy Landscape	15
<b>Total</b>		<b>45</b>

## SYLLABUS

Sr. No.	Modules / Units
<b>1</b>	<b>Introduction, Features, Geography, Documentation</b>
	<p><b>Introduction to International Conventions and National Laws-</b> International conventions governing road transport (e.g., CMR convention), Motor Vehicle Act, State Motor vehicles Act , Compare and contrast key provisions of the CMVA with relevant international conventions (e.g., CMR Convention, Vienna Convention on Road Traffic), PESO Act, Role of the Acts in enforcing road safety rules and reducing accidents, Effectiveness of the Acts in curbing overloading and other violations, Permits and regulations for movement of goods on national highways, Impact of the Acts on the development and operation of Inland Container Depots (ICDs), Roadworthiness standards and inspections, Traffic rules and regulations, Penalties for violations</p> <p><b>Geography of Land Transport and Infrastructure-</b> Exploration of the Golden Quadrilateral, role in road transportation, Understanding the infrastructure related to common carrier and private carrier under national law, Analysis of carrier rights, duties, and responsibilities under CMR, Insurance requirements, Role of Regional Transport Offices (RTOs)</p> <p><b>Local and International Aspects of Road Transport-</b> Examination of the local and international dimensions of road transport, challenges and opportunities in cross-border road logistics, documentation requirements in road transportation</p> <p>Permit requirements for interstate and international transport, Harmonization of regulations across states and with neighboring countries</p>
<b>2</b>	<b>Freight rate structure, Regulatory framework, challenges and optimization</b>
	<p>Analysis of freight rate structures and pricing mechanisms, Taxes and levies imposed on road transport, Regulations affecting operating costs (e.g., fuel taxes, permits)</p> <p>Strategies for negotiating and managing freight rates, Settlement of Claims, and Risk Management- Understanding the process of settling claims in road transport, Risk management practices for mitigating potential challenges- Transportation of Dangerous and Hazardous Goods, Regulatory framework for transporting dangerous goods, Safety protocols and compliance measures for handling such cargo</p> <p>Problems with Road Transportation- Exploration of common issues such as customs procedures, uniform taxation policies, and octroi, Strategies for overcoming challenges and improving efficiency, National Highways, ICDs, and Roads, Practical insights into optimizing routes and utilizing transportation hubs effectively, overall legal framework for road transport in India, considering both Acts</p>
<b>3</b>	<b>Future Trends and Policy Landscape</b>
	<p>Relationship between the Carrier's Act, 1865, and the CMVA: Areas of overlap and potential conflicts between the two Acts, overall legal framework for road transport in India, Role of the Acts in promoting sustainable and eco-friendly road transport</p> <p>Road Rail Vehicle System- Exploration of integrated road-rail transportation systems, Private Sector Participation and Emerging Technologies- role of the private sector in enhancing road transport, Emerging technologies shaping the future of road logistics,</p> <p>New Logistics Policy- Overview of the evolving logistics policy landscape, Analysis of the impact of new policies on road transport in multimodal logistics,</p> <p>Electric vehicles and autonomous vehicles, Integration of technology (e.g., GPS tracking, electronic toll collection) , Road safety initiatives and technologies</p>

**Reference Books:**

- Economics of the road transport author: Ravinder
- Management of road freight transport by Nick Poree
- Himachal Road Transport Corporation ( HRTC ) multipurpose. Vvk subburaj

**Teaching Pedagogy**

Lectures/tutorials/fieldwork/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.

**Question Paper Pattern (Academic Year: 2025-2026)**  
**Multimodal Transport-Road Transport**  
**Semester End Examination and Practical Examination – 100 Marks**  
**SEMESTER III**

**A] Semester End Examination (SEE)- 60 Marks**

Maximum Marks: 60

Duration: 2 Hours

- Note: 1. All questions are compulsory.  
 2. All questions carry equal marks.

**B] Internal Evaluation - 40 Marks****Allocation of 40 Marks---Internal evaluation**

Method of evaluation	Total marks
Assignment/ Quiz/ Case Study/ Report on guest lecture/ activity	20
PowerPoint Presentation Preset criteria	20
<b>TOTAL</b>	<b>40</b>

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

Question No.	Particulars (Nature of Questions)	Marks (Given)	Marks (To Be Attempted)
Q-1	Attempt <b>any four</b> of the following. A. Theory / Case study/ concept-based question B. Theory / Case study/ concept-based question C. Theory / Case study/ concept-based question D. Theory / Case study/ concept-based question E. Theory / Case study/ concept-based question	25	20
Q-2	Attempt <b>any four</b> of the following. A. Theory / Case study/ concept-based question B. Theory / Case study/ concept-based question C. Theory / Case study/ concept-based question D. Theory / Case study/ concept-based question E. Theory / Case study/ concept-based question	25	20
Q-3	Attempt <b>any four</b> of the following. A. Theory / Case study/ concept-based question B. Theory / Case study/ concept-based question C. Theory / Case study/ concept-based question D. Theory / Case study/ concept-based question E. Theory / Case study/ concept-based question	25	20
	<b>Total</b>	75	60

**Syllabus of courses of SY BBA Programme  
(With effect from the Academic Year 2025-2026)**

**1. Major Course III \***

**1.A.c Multi-mode Transport Rail Transport (Course Credit 3)  
Semester III**

<b>1.Major</b>	
<b>1.A Course III</b>	
<b>1.A.c Multi-mode Transport Rail Transport (Course Credit 3)</b>	
<b>Course Objectives and Course Outcomes</b>	
<b>Course Objectives</b>	
CObj 1	To understand the role of the shipper
CObj 2	To understand the concept of rate structure
CObj 3	To understand the means of transportation by rail
CObj 4	To create awareness about the railway's legal framework
<b>Course Outcomes</b>	
COut 1	Learners can appreciate the role of a carrier/shipper
COut 2	Learners have clarity about the rate structure
COut 3	Learner has acquired knowledge about rail transportation
COut 4	Ease in understanding of the legal framework that governs railways

**Modules at a glance**

<b>Sr.No.</b>	<b>Module</b>	<b>No. of Lectures</b>
<b>1</b>	Legal framework and Rail infrastructure in Multimodal Transportation	15
<b>2</b>	Freight dynamics and Operations in Rail multimodal transport	15
<b>3</b>	Containerized Rail transport in India and legal landscape	15
	<b>Total</b>	<b>45</b>

## Syllabus

Sr. No.	Modules / Units
1	<b>Legal Framework and Rail Infrastructure in Multimodal Transportation</b>
	<p><b>Introduction to Rail Transport:</b> Historical evolution of railways, Advantages and disadvantages of rail transport compared to other modes, Role of railways in multimodal transportation, Current global and national rail transport trends</p> <p><b>Railway Infrastructure:</b> Types of tracks (standard, broad, narrow gauge), Signaling systems and their importance, Stations, yards, and terminals: design and operations, handling facilities, Maintenance and upkeep of railway infrastructure</p> <p><b>Rolling Stock:</b> Locomotives (diesel, electric, hybrid) - types and characteristics, Freight wagons (covered, open, flat, specialized) - types and uses, Maintenance and repair of rolling stock</p> <p><b>Carrier and Shipper-</b> Rights, Duties, and Responsibilities, legal aspects and responsibilities of carriers and shippers, Documentation in Rail Multimodal Transport-essential documents integral to rail multimodal transport and verification</p>
2	<b>Freight Dynamics and Operations in Rail Multimodal Transport</b>
	<p><b>Rail Freight Operations:</b> Types of freight services (block trains, wagonload, containerized), Freight booking and documentation procedures, Loading and unloading operations: best practices, Tracking and tracing of freight consignments</p> <p><b>Rail Network Planning and Scheduling:</b> Timetable development and management, Capacity planning and optimization, Traffic control and management systems, Dealing with disruptions and delays</p> <p><b>Freight Rate Structures-</b> Cost components of rail transport operations, Freight rate structures and pricing strategies, financial performance analysis of railway operations, structures governing rail freight rates and factors influencing them, intricacies of freight rate determination,</p> <p><b>Groupage and Consolidation Services-</b> Load consolidation, optimization and enhanced operational efficiency, Unit Loads in Rail Transport, planning and managing unit loads in rail operations, complementary roles of rail and road transport Strategies for seamless integration of rail and road operations, Claims Settlement and Transportation of Hazardous Goods- legal procedures for settling claims in rail transport, safety protocols and regulatory compliance for the transportation of hazardous goods by rail</p>
3	<b>Containerized Rail Transport in India and Legal Landscape</b>
	<p><b>Legal and Regulatory Framework for Rail Transport:</b> National and international regulations governing rail transport, Liability and insurance issues in rail transport, Safety and environmental regulations</p> <p><b>Intermodalism and Rail:</b> Role of rail in seamless multimodal transport chains, Interface between rail and other modes (sea, road, air), Containerization and its impact on rail transport, Transloading facilities and operations</p> <p><b>Rail Terminal Operations in Multimodal Hubs:</b> Dry ports and inland container depots (ICDs), Rail-road transshipment operations, Customs procedures and documentation at rail terminals, Efficient handling of containers and cargo at rail terminals</p> <p><b>ICD-</b> Export and Import Procedures at ICDs, CFS, Container Corporation of India Limited (CONCOR) &amp; Containerization, protocols for transshipment and transfer of containers in rail multimodal transport</p> <p>The Railway Act, 1989: Introduction, Features, pivotal role in regulating rail transport, its implications for multimodal logistics</p> <p><b>Future Trends in Rail Transport:</b> High-speed rail technology and its implications, Automation and digitalization in rail operations, Sustainable and green rail transport initiatives, The future of rail in the evolving multimodal landscape.</p>

**Reference Books:**

- Changing Tracks – Reinventing the Spirit of Indian Railways by Author: V. Nilakant
- The Penguin Book of Indian Railway Stories by Author: Ruskin Bond
- Indian Railways – The Weaving of a National Tapestry by Bibek Debroy, Sanjay Chadha, Vidya Krishnamurthi

**Teaching Pedagogy**

Lectures/ tutorials/ fieldwork/ 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.

Question Paper Pattern (Academic Year: 2025-2026) Multimodal Transport-Rail Transport

**Semester End Examination and Practical Examination – 100 Marks****SEMESTER III****A] Semester End Examination (SEE)- 60 Marks**

Maximum Marks: 60

Duration: 2 Hours

Note: 1. All questions are compulsory.

2. All questions carry equal marks.

**B] Internal Evaluation - 40 Marks****Allocation of 40 Marks---Internal evaluation**

Method of evaluation	Total marks
Assignment/ Quiz/ Case Study/ Report on guest lecture/ activity	20
PowerPoint Presentation Preset criteria	20
<b>TOTAL</b>	<b>40</b>

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

Question No.	Particulars (Nature of Questions)	Marks (Given)	Marks (To Be Attempted)
Q-1	Attempt <b>any four</b> of the following. A. Theory / Case study/ concept-based question B. Theory / Case study/ concept-based question C. Theory / Case study/ concept-based question D. Theory / Case study/ concept-based question E. Theory / Case study/ concept-based question	25	20
Q-2	Attempt <b>any four</b> of the following. A. Theory / Case study/ concept-based question B. Theory / Case study/ concept-based question C. Theory / Case study/ concept-based question D. Theory / Case study/ concept-based question E. Theory / Case study/ concept-based question	25	20
Q-3	Attempt <b>any four</b> of the following. A. Theory / Case study/ concept-based question B. Theory / Case study/ concept-based question C. Theory / Case study/ concept-based question D. Theory / Case study/ concept-based question E. Theory / Case study/ concept-based question	25	20
	<b>Total</b>	75	60

**1. Minor Course I**  
**2.A.a Packaging, Marking, and Labelling (Course Credit 3)**  
**Semester III**

2. Minor	
2.A Course I	
2.A.a Packaging, Marking, and Labelling (Course Credit 3)	
Course Objectives and Course Outcomes	
Course Objectives	
CObj 1	Learn the fundamental functions of packaging,
CObj 2	Identify the responsibilities of freight forwarders in the packaging and marking goods.
CObj 3	Understand and apply guidelines for selecting appropriate packaging materials based on the nature of the cargo.
CObj 4	Grasp the classifications, handling, and storage regulations for dangerous goods as per IMO and UN standards
Course Outcomes	
COut 1	The learner understands the concepts related to the types of packaging used by the industry
COut 2	The learner is able to comprehend the importance of labelling and marking.
COut 3	The learner is aware of the classification of dangerous goods
COut 4	The learner knows about the role of the statutory bodies related to shipping and logistics and awareness about the contributions of the Indian Institute of Packaging

**Modules at a glance:**

Sr. No.	Module	No. of Lectures
1	Introduction to packaging, marking	15
2	Dangerous goods – Handling & Regulations	15
3	Documentation and Labeling	15
	Total	45

## Syllabus

Sr.No	Modules / Units
<b>1</b>	<b>Introduction to packaging, marking &amp; labeling</b>
	<p>Packing, marking and special cargos , basic functions of packaging, Packaging's role in product marketing and branding, Freight forwarders responsibility for packaging marking Guidelines on choice of packaging, Information required for packaging Types of packaging for break-bulk cargo, Packing principles related to cargo in containers</p> <p><b>Marking and labelling-</b> Purpose of marking and labelling Standard shipping Marks Information Marks, Cargo handling instructions Dangerous/hazardous cargo Simpler shipping Marks</p>
<b>2</b>	<b>Dangerous goods – Handling &amp; Regulations</b>
	<p>IMO classification of dangerous goods, handling and storage of dangerous goods UN classification of dangerous goods, Convention for transport of dangerous goods. IMO/IMCO IMDG-CODE, Guidelines for land transport of dangerous goods. Precautions during land transportation of dangerous goods.</p>
<b>3</b>	<b>Documentation and Labeling</b>
	<p>Specifications for caution labeling" of hazardous substances</p> <p>Guidelines for the transport of dangerous goods, documentation, packaging, and hazards of dangerous goods.</p> <p>Guidelines for transport of dangerous goods through combined freight, International Convention and standing of dangerous goods by road tanker vehicle, Indian Institute of packaging</p>

### Reference Books/ Links:

- "Freight Forwarding and Multi-Modal Transport Contracts" by David Glass.
- "Handbook of Package Engineering" by Joseph F. Hanlon.
- "Dangerous Goods Regulations" by International Air Transport Association (IATA).
- "Hazardous Materials: Regulations, Response, and Site Operations" by Robert Burke.
- Emergency response guidebook

## 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.

**Question Paper Pattern (Academic Year: 2025-2026)**  
**Packaging, Marking, and Labelling**  
**Semester End Examination and Practical Examination – 100 Marks**  
**SEMESTER III**

### A] Semester End Examination (SEE)- 60 Marks

Maximum Marks: 60

Duration: 2 Hours

Note: 1. All questions are compulsory.  
 2. All questions carry equal marks.

### B] Internal Evaluation - 40 Marks

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

Method of evaluation	Total marks
Assignment/ Quiz/ Case Study/ Report on guest lecture/ activity	20
PowerPoint Presentation Preset criteria	20
<b>TOTAL</b>	<b>40</b>

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

Question No.	Particulars (Nature of Questions)	Marks (Given)	Marks (To Be Attempted)
Q-1	Attempt <b>any four</b> of the following. A. Theory / Case study/ concept-based question B. Theory / Case study/ concept-based question C. Theory / Case study/ concept-based question D. Theory / Case study/ concept-based question E. Theory / Case study/ concept-based question	25	20
Q-2	Attempt <b>any four</b> of the following. A. Theory / Case study/ concept-based question B. Theory / Case study/ concept-based question C. Theory / Case study/ concept-based question D. Theory / Case study/ concept-based question E. Theory / Case study/ concept-based question	25	20
Q-3	Attempt <b>any four</b> of the following. A. Theory / Case study/ concept-based question B. Theory / Case study/ concept-based question C. Theory / Case study/ concept-based question D. Theory / Case study/ concept-based question E. Theory / Case study/ concept-based question	25	20
	<b>Total</b>	75	60

**Syllabus of courses of SY BBA. Programme**  
**(With effect from the Academic Year 2025-2026)**  
**3 A. General Electives (GE) / Open Electives (OE)**  
**3.A.a. HR Analytics (3 Credits )**  
**Semester III**

<b>3. General /Open Electives</b>	
<b>General Electives (GE)/ Open Elective (OE)</b>	
<b>3.A.a HR Analytics</b>	
<b>Course Objectives and Course Outcomes</b>	
<b>Course Objectives</b>	
CObj 1	Understand the role of HR analytics in workforce planning and decision-making.
CObj 2	Learn the tools and techniques for collecting and analyzing HR data.
CObj 3	Develop skills in data visualization and storytelling for effective communication.
CObj 4	Apply analytics to core HR areas like recruitment, performance management, engagement, and retention.
<b>Course Outcomes</b>	
COout 1	Mastery of key HR analytics tools and techniques.
COout 2	Ability to perform data-driven analysis to solve HR challenges.
COout 3	Proficiency in visualizing and communicating insights effectively.
COout 4	Preparedness to contribute to strategic HR decision-making.

### **Modules at a Glance**

<b>HR Analytics</b>		
1	Introduction to HR Analytics	15
2	Tools and Techniques for HR Analytics	15
3	Performance and Productivity Analytics	15
<b>Total</b>		<b>45</b>

## Syllabus

Sr. No.	Modules
<b>1</b>	<b>Introduction to HR Analytics</b>
	<p>Definition of HR Analytics, Importance and Scope, HR Metrics vs. HR Analytics, Overview of HR Analytics Frameworks, Role of HR Analytics in Business Strategy, Ethical Considerations in HR Data Usage</p> <p><b>Data Management and HR Systems:</b> Basics of Data Collection and Storage, HR Information Systems (HRIS), Data Sources in HR: Internal vs. External, Data Quality and Cleaning Techniques, Ensuring Data Privacy and Compliance</p>
<b>2</b>	<b>Tools and Techniques for HR Analytics</b>
	<p>Application Tools: Excel, Power BI, Tableau, R, Python, Data Analysis Techniques: Descriptive, Diagnostic, Predictive, and Prescriptive Analytics, Statistical Foundations for HR Analytics, Applications of Machine Learning in HR</p> <p><b>Advanced HR Analytics Applications:</b> Organizational Network Analysis (ONA), Workforce Forecasting Scenario Planning, Leadership and Succession Planning, ROI of HR Initiatives and Programs</p> <p><b>Workforce Planning and Talent Acquisition Analytics:</b> Analyzing Workforce Supply and Demand Recruitment Metrics-Time-to-Fill, Cost-per-Hire, Quality-of-Hire, Predictive Modelling for Talent Acquisition, Employer Branding and Candidate Experience Analytics</p> <p><b>Diversity, Equity, and Inclusion (DEI) Analytics-</b> Measuring DEI Metrics, Identifying and Mitigating Bias in HR Processes, Building an Inclusive Workforce through Analytics</p>
<b>3</b>	<b>Performance and Productivity Analytics</b>
	<p>Key Performance Metrics, Linking Performance Data to Business Outcomes, Measuring Employee Productivity, Advanced Techniques: Sentiment Analysis for Performance Reviews</p> <p><b>Employee Engagement and Retention Analytics:</b> Understanding Engagement Surveys and Metrics, Analyzing Turnover and Retention, Building Predictive Models for Attrition Designing Interventions Using Data Insights</p> <p><b>Data Visualization and Storytelling-</b> Designing Effective Dashboards, Communicating Insights to Stakeholders, Storytelling Techniques for Impactful Presentations, Case Studies on Successful HR Analytics Projects</p>

### Reference books

- "HR Analytics Handbook" by Tracey Smith
- "Predictive HR Analytics: Mastering the HR Metric" by Martin Edwards & Kirsten Edwards
- "HR Metrics: How to Make Data-Driven HR Decisions" by David Creelman
- "Competing on Analytics: The New Science of Winning" by Thomas H. Davenport & Jeanne G. Harris
- "Data-Driven HR: How to Use Analytics and Metrics to Drive Performance" by David Green & Jonathan Ferrar
- "Predictive Analytics for Human Resources" by Jac Fitz-enz & John Mattox
- "The New HR Analytics: Predicting the Economic Value of Your Company's Human Capital Investments" by Jac Fitz-enz
- "People Analytics in the Era of Big Data" by Jean Paul Isson & Jesse Harriott
- "Storytelling with Data: A Data Visualization Guide for Business Professionals" by Cole Nussbaumer Knaflic

**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.

**Question Paper Pattern (Academic Year: 2025-2026)****HR Analytics****Internal Examination & Semester End Examination – 100 Marks****SEMESTER III****A] Semester End Examination (SEE)- 60 Marks**

Maximum Marks 60

Duration : 2 Hours

Note: 1) All questions are compulsory

2) Figures to the right indicate full marks

**B] Internals-40 Marks****Allocation of 40 Marks---Internal evaluation**

Method of evaluation	Total marks
Assignment/ Quiz/ Case Study/ Report on guest lecture/ activity	20
PowerPoint Presentation Preset criteria	20
<b>TOTAL</b>	<b>40</b>

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

Question No.	Particulars (Nature of Questions)	Marks (Given)	Marks (To Be Attempted)
Q-1	Attempt <b>any four</b> of the following. A. Theory / Case study/ concept-based question B. Theory / Case study/ concept-based question C. Theory / Case study/ concept-based question D. Theory / Case study/ concept-based question E. Theory / Case study/ concept-based question	25	20
Q-2	Attempt <b>any four</b> of the following. A. Theory / Case study/ concept-based question B. Theory / Case study/ concept-based question C. Theory / Case study/ concept-based question D. Theory / Case study/ concept-based question E. Theory / Case study/ concept-based question	25	20
Q-3	Attempt <b>any four</b> of the following. A. Theory / Case study/ concept-based question B. Theory / Case study/ concept-based question C. Theory / Case study/ concept-based question D. Theory / Case study/ concept-based question E. Theory / Case study/ concept-based question	25	20
	<b>Total</b>	75	60

**Syllabus of courses of SY BBA Programme  
(With effect from the Academic Year 2025-2026)**

**3. General /Open Electives**

**3.A.b Blockchain Technology (3 Credits)**

**Semester III**

<b>3. General /Open Electives</b>	
<b>General Electives (GE)/ Open Elective (OE)</b>	
<b>3.A.b Blockchain Technology</b>	
<b>Course Objectives and Course Outcomes</b>	
<b>Course Objectives</b>	
CObj 1	To understand core concepts and technologies underlying block chain technology
CObj 2	gain in-depth knowledge of crypto currencies, their fundamentals, and the surrounding ecosystem
CObj 3	To explore the diverse applications of block chain technology across various sectors
<b>Course Outcomes</b>	
COut 1	Acquire knowledge of Fundamentals of Block chain and its different components
COut 2	Understand the role of crypto currencies and working of wallets
COut 3	Understand Role and how to implement Block chain in various sectors

Modules at a Glance:

Sr. No.	Modules	No. of Lectures
1	Block chain fundamentals	15
2	Crypto currency	15
3	Block chain Applications	15
	<b>Total</b>	45

## Syllabus

Unit No.	Modules
1.	<b>Block chain Fundamentals</b>
	<p><b>Distributed Ledger Technology (DLT):</b> Concept of DLT, its advantages over centralized databases, use of DLT in block chain</p> <p><b>Demystifying Block chain:</b> Define Block chain, its core components (blocks, hash functions, consensus mechanisms), and the chain structure.</p> <p><b>Security and Transparency:</b> Encryption and immutability inherent in block chain, Data security and transparent record-keeping.</p> <p><b>Consensus Mechanisms:</b> Compare popular consensus mechanisms like PoW, PoS, and their impact on performance and energy consumption.</p> <p><b>DApps:</b> Decentralized Applications, Ethereum dApps, Advantages and Disadvantages.</p>
2	<b>Cryptocurrency</b>
	<p><b>Introduction:</b> History of Cryptocurrency, Types of Cryptocurrencies based on their purpose, consensus mechanisms, and unique features</p> <p><b>Understanding Cryptography and Mining:</b> Cryptographic basis, Public Key, Private Key, Digital signatures, Mining process for securing transactions</p> <p><b>Wallets and Cryptocurrency Exchanges:</b> Different types of cryptocurrency wallets (hot, cold, hardware) and explore centralized and decentralized exchanges for buying, selling, and trading digital assets</p> <p><b>Smart Contracts and DeFi Applications:</b> Smart contracts for decentralized finance (DeFi), Applications like lending, borrowing, and trading on block chain platforms.</p>
3.	<b>Block chain Applications</b>
	<p><b>Financial Applications:</b> Role of block chain in revolutionizing areas like cryptocurrencies, digital payments, and secure financial transactions.</p> <p><b>Supply Chain Management: Block chain</b> to track and verify the provenance of goods, enhance transparency, and combat counterfeiting in supply chains.</p> <p><b>Healthcare and Identity Management: Block chain</b> to secure patient data, facilitate medical record sharing, and enable secure digital identities.</p>

### Reference Books:

- Elisa Bertino, Hai Jiang, Kuan-Ching Li, Xiaofeng Chen, “*Essentials of Block chain Technology*”, CRC Press, 2019
- E. Golden Julie, J. Jesu Vedha Nayahi, Noor Zaman Jhanjhi, “*Block chain Technology Fundamentals, Applications, and Case Studies*”, CRC Press, 2020
- Quinn DuPont, “*Cryptocurrencies and Blockchains*”, Polity Press, 2019
- Anita Ravani, Sashi Edupuganti, Jeannette Pugh, Sooraj Sushama, “*Applications of Block chain Technology An Industry Focus*”, CRC Press, 2024

## Teaching Pedagogy

Lectures/tutorials/fieldwork/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.

### Question Paper Pattern (Academic Year: 2025-2026)

#### Blockchain Technology

#### Semester End Examination and Practical Examination – 100 Marks

#### SEMESTER III

#### A] Semester End Examination (SEE)- 60 Marks

Maximum Marks: 60

Duration: 2 Hours

- Note: 1. All questions are compulsory.  
2. All questions carry equal marks.

#### B] Internal Evaluation - 40 Marks

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

Method of evaluation	Total marks
Assignment/ Quiz/ Case Study/ Report on guest lecture/ activity	20
PowerPoint Presentation Preset criteria	20
<b>TOTAL</b>	<b>40</b>

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

Question No.	Particulars (Nature of Questions)	Marks (Given)	Marks (To Be Attempted)
Q-1	Attempt <b>any four</b> of the following. A. Theory / Case study/ concept-based question B. Theory / Case study/ concept-based question C. Theory / Case study/ concept-based question D. Theory / Case study/ concept-based question E. Theory / Case study/ concept-based question	25	20
Q-2	Attempt <b>any four</b> of the following. A. Theory / Case study/ concept-based question B. Theory / Case study/ concept-based question C. Theory / Case study/ concept-based question D. Theory / Case study/ concept-based question E. Theory / Case study/ concept-based question	25	20
Q-3	Attempt <b>any four</b> of the following. A. Theory / Case study/ concept-based question B. Theory / Case study/ concept-based question C. Theory / Case study/ concept-based question D. Theory / Case study/ concept-based question E. Theory / Case study/ concept-based question	25	20
	<b>Total</b>	<b>75</b>	<b>60</b>

**Syllabus of courses of SY BBA Programme**  
**(With effect from the Academic Year 2025-2026)**  
**3. General /Open Electives**  
**3.A.c Data Visualization using Power BI (3 Credits)**  
**Semester III**

3. General /Open Electives	
General Electives (GE)/ Open Elective (OE)	
3.A.b Data Visualization using Power BI	
Course Objectives and Course Outcomes	
Course Objectives	
Cobj 1	To Learn how to integrate Excel and Power BI
Cobj 2	To learn different usage of Power Bi Reporting
Cobj 3	To learn how to manage relationships between data
Cobj 4	To learn about filters and dashboards in Power BI
Course Outcomes	
COut 1	Learner should acquire knowledge of using Power Bi with Excel
COut 2	Learners should be able to aggregate data in one location saving time and effort
COut 3	Learners should be able to use different filters Power BI
COut 2	Learners should be able to create visualizations to display the analytics you need to answer crucial business questions
COut 3	Learners should be able to create a dashboard for KPI growth tracking

### Modules at a glance

Sr. No.	Modules	No. of Lectures
1	Introduction to Power BI	15
2	Data Modeling	15
3	Filters and Dashboards	15
<b>Total</b>		<b>45</b>

## Syllabus

Sr.No.	Modules
<b>1</b>	<b>Introduction to Power BI</b>
	BI Reporting, parts of Power BI, architecture of Power BI, Power BI Components, Licensing in Power BI, overview on creation of report Transformation of imported data, use of query editor for shaping data, combine data from multiple sources, Apply filter on data in query editor / Parameter based filtering, Power BI query editor functionalities
<b>2</b>	<b>Data Modeling</b>
	How to manage your data relationships, Data modeling, Cardinality options/ Types of relationships, Calculated measures, Difference between calculated column and measures, Evaluation of measures, Creation of calculated table, Creation of master calendar table, Explore time-based data, Exploring Drill down functionality of data Creation of Custom hierarchy apart from date hierarchy
<b>3</b>	<b>Filters and Dashboards</b>
	Types of Filters, applying Filter to a Visual, applying Filter to a Page Applying Filter to a Report, How to manage action of visuals onto another visual/ Edit interactions, managing RLS(Row level security) in Power BI, Manage Roles, page navigation in Power BI Make use of bookmarks, Clearing drill through, Clearing slicer, KPI Identification, Dashboard Design Principles, Clarity and Hierarchy

Books and References:					
Sr.No.	Title	Author/s	Publisher	Edition	Year
1	Power Data Analysis and BI visualization	Suraj Gaurav, Suren Machiraj	DeG Press	–	2018
2	Analyzing Data with Power BI and Power Pivot for Excel	Alberto Ferrari	Microsoft Press	First	2017
3	Basics of Power BI Modeling	Reza Rad	Radacad Systems Ltd.	–	2020

**Question Paper Pattern (Academic Year: 2025-2026)****Practical Work (20 Marks)**

<b>Practical Work (20 Marks)</b> <b>List of Practicals to be Conducted</b>	
<b>1.</b>	<b>Data Acquisition and Cleaning</b>
	a. Excel PivotTables & Power Query b. Data Cleansing in Power Query c. Merge & Filter in Power Query
<b>2.</b>	<b>Data Modelling</b>
	a. Relationship Diagram tool b. Calculated Columns & Measures c. Dates in Power BI
<b>3.</b>	<b>Visual Storytelling with Power BI</b>
	a. Dashboard Design b. Slicers and report filters in Power BI c. Choosing Maps and Chart acc to data
<b>4.</b>	<b>Navigation and Collaboration:</b>
	a. Bookmarks & Drill Down b. Excel Linkages c. Power BI Service Sharing
<b>5.</b>	<b>KPI Dashboard</b>
	a. Identify and Define KPIs b. Create a Dashboard using appropriate Visualizations c. Use conditional Formatting

s/tutorials/fieldwork/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.

**Question Paper Pattern (Academic Year: 2025-2026)****Data Visualization using Power BI****Semester End Examination and Practical Examination – 100 Marks****SEMESTER III****A] Semester End Examination (SEE)- 60 Marks**

Maximum Marks: 60

Duration: 2 Hours

- Note: 1. All questions are compulsory.  
2. All questions carry equal marks.

**B] Internal Evaluation - 40 Marks**

**A Certified copy journal is essential to appear for the practical examination.**

<b>1.</b>	<b>Practical Work</b>	<b>20</b>
<b>2.</b>	<b>Journal</b>	<b>10</b>
<b>3.</b>	<b>Viva Voce</b>	<b>10</b>

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

<b>Question No.</b>	<b>Particulars (Nature of Questions)</b>	<b>Marks (Given)</b>	<b>Marks (To Be Attempted)</b>
Q-1	Attempt <b>any four</b> of the following. A. Theory / Case study/ concept-based question B. Theory / Case study/ concept-based question C. Theory / Case study/ concept-based question D. Theory / Case study/ concept-based question E. Theory / Case study/ concept-based question	25	20
Q-2	Attempt <b>any four</b> of the following. A. Theory / Case study/ concept-based question B. Theory / Case study/ concept-based question C. Theory / Case study/ concept-based question D. Theory / Case study/ concept-based question E. Theory / Case study/ concept-based question	25	20
Q-3	Attempt <b>any four</b> of the following. A. Theory / Case study/ concept-based question B. Theory / Case study/ concept-based question C. Theory / Case study/ concept-based question D. Theory / Case study/ concept-based question E. Theory / Case study/ concept-based question	25	20
	<b>Total</b>	75	60

**Syllabus of courses of SY BBA Programme  
(With effect from the Academic Year 2025-2026)  
4. Vocational & Skill Enhancement Courses (VSEC)  
4.A Vocational Enhancement Course (VSC)  
4.A.a International Conventions, TRA Commercial Law and Rules (3 Credits)  
Semester III**

1. Minor	
4.A Vocational Enhancement Course (VSC)	
4.A.a International Conventions TR Commercial laws and rules (Course Credit 3)	
Course Objectives and Course Outcomes	
Course Objectives	
CObj 1	To enable the learner to understand the role of conventions in Shipping and Logistics
CObj 2	To educate the learner on the rules that govern the sector
CObj 3	To acquaint the learner with the applicable commercial laws
CObj 4	To ensure that the student is aware of the international terms
Course Outcomes	
COut 1	The learner understands the role of international conventions and appreciates the value addition done
COut 2	The learner appreciates the need for compliance in shipping and Logistics
COut 3	the learner can apply the laws and can understand and analyze the situation
COut 4	The learner is acquainted with INCOTERMS 2020 and UCP 600

### Modules at a Glance

Sr. No.	Modules	No. of Lectures
1	International Convention	15
2	International Maritime Rules	15
3	Commercial Laws	15
<b>Total</b>		<b>45</b>

## Syllabus

Sr. No.	Modules / Units
1	<b>International Convention</b>
	International Maritime convention- <ul style="list-style-type: none"> <li>• COLREG</li> <li>• SOLAS convention</li> <li>• Intl convention for Prevention of pollution from ships</li> <li>• Convention for Standard of training, certification, and watchkeeping for seafarers</li> <li>• Maritime labor convention</li> <li>• Ship Dismantling</li> <li>• INCOTERMS 2020 and UCP 600</li> <li>• NATIONAL LOGISTICS POLICY 2022</li> </ul>
2	<b>International Maritime Rules</b>
	Hauge Visby Rules Hamburg Rules UN Convention on the carriage of Goods by sea 1978 ATA Carnet
3	<b>Commercial Laws</b>
	Indian Bill of Lading Act, 1856 Indian Carriage of Goods by Sea Act, 1925 Multimodal Transportation of Goods Act, 1993 (Amended) Carriers Act, 1865 Sea cargo manifest and transshipment regulations The merchandise shipping act, 1957 The Hong Kong International Convention for the Safe and Environmentally Sound Recycling of Ships, 2009 Difference between convention and protocol

### Reference books:

- International law by Dr Gurdeep Singh
- Mercantile and commercial laws by Rohini Agarwal
- Advanced introduction to international trade law 2<sup>nd</sup> edition
- Martial law and procedure for finding of appeals by Ram Dutta Sharma

### Teaching Pedagogy

Lectures/tutorials/fieldwork/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.

**Question Paper Pattern (Academic Year: 2025-2026)**  
**International Conventions, TRA Commercial Law and Rules**  
**Semester End Examination and Practical Examination – 100 Marks**  
**SEMESTER III**

**A] Semester End Examination (SEE)- 60 Marks**

Maximum Marks: 60

Duration: 2 Hours

Note: 1. All questions are compulsory.

2. All questions carry equal marks.

**B] Internal Evaluation - 40 Marks****Allocation of 40 Marks---Internal evaluation**

Method of evaluation	Total marks
Assignment/ Quiz/ Case Study/ Report on guest lecture/ activity	15
PowerPoint Presentation Preset criteria	25
<b>TOTAL</b>	<b>40</b>

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

Question No.	Particulars (Nature of Questions)	Marks (Given)	Marks (To Be Attempted)
Q-1	Attempt <b>any four</b> of the following. A. Theory / Case study/ concept-based question B. Theory / Case study/ concept-based question C. Theory / Case study/ concept-based question D. Theory / Case study/ concept-based question E. Theory / Case study/ concept-based question	25	20
Q-2	Attempt <b>any four</b> of the following. A. Theory / Case study/ concept-based question B. Theory / Case study/ concept-based question C. Theory / Case study/ concept-based question D. Theory / Case study/ concept-based question E. Theory / Case study/ concept-based question	25	20
Q-3	Attempt <b>any four</b> of the following. A. Theory / Case study/ concept-based question B. Theory / Case study/ concept-based question C. Theory / Case study/ concept-based question D. Theory / Case study/ concept-based question E. Theory / Case study/ concept-based question	25	20
	<b>Total</b>	75	60

**Syllabus of courses of SY BBA Programme  
(With effect from the Academic Year 2025-2026)**

**5. Ability Enhancement Courses, Value Enhancement Course, Indian Knowledge System**

**5.A Ability Enhancement Course (AEC)**

**5.A.a Marathi-I (3 Credits)**

**Semester III**

<b>Course Objectives:</b>	
1. To create curiosity in the minds of learners about the chosen language	
2. To help the learners understand the need to learn the chosen language	
3. To introduce learners to the structure of the chosen language	
4. To understand the richness of Indian selected languages with reference to consonants and vowels	
5. To understand unique characteristics of the chosen language	
6. To understand the use of gender and tenses	
7. To understand the use of idioms and phrases	
8. To know the various dialects of the chosen language	
9. To understand the application of technology for communication by alternatively abled	
10. To understand the need of learning functional language	
11. To get familiarized with the literature of the chosen language	
12. To get familiarized with the literature translated to the chosen language from other languages	
13. To learn to appreciate the other literary forms of the chosen language	
<b>Course Outcome:</b>	
1. The learner will be curious to learn the chosen language	
2. The learner will be able to understand the need to learn the chosen language	
3. The learner will get familiar with the structure of the chosen language	
4. To understand the richness of Indian selected languages with reference to constants and vowels	
5. To understand unique characteristics of the chosen language	
6. To understand the use of gender and tenses	
7. To understand the use of idioms and phrases	
8. To know the various dialects of the chosen language	
9. To understand the application of technology for communication by alternatively abled	
10. To understand the need of learning functional language	
11. To get familiarized with the literature of the chosen language	
12. To get familiarized with the literature translated to the chosen language from other languages	
13. To learn to appreciate the other literary forms of the chosen language	

**Modules at Glance**

**Linguistic Studies I**

Module. No.	Modules	No. of Lectures
1.	Introduction to Linguistic Studies	10
2.	Languages in Communication	10
3.	Marathi Literature	10
<b>Total</b>		<b>30</b>

## SYLLABUS

Sr. No.	Modules	No. of Lectures
<b>1.</b>	<b>Introduction to Linguistic Studies</b>	<b>10</b>
	<ul style="list-style-type: none"> <li>● Structure of languages</li> <li>● English language compared with the select Indian languages – viz, Marathi, Hindi and Sanskrit</li> <li>● Richness of Indian languages with reference to Vowels, consonants (maatras)</li> </ul>	
	<ul style="list-style-type: none"> <li>● Rhythmic characteristic of Indian languages.</li> <li>● Unique characteristics of language (such as Repeat words like Sarsarahat)</li> <li>● Logic behind numbers in regional languages</li> <li>● Use of Tenses and Gender</li> </ul>	
<b>2.</b>	<b>Languages in Communication</b>	<b>10</b>
	<ul style="list-style-type: none"> <li>● Use of Idioms and Phrases</li> <li>● Oral and Written</li> <li>● Dialects</li> <li>● Communication for alternatively abled</li> <li>● Use of Sign language</li> <li>● Language learning – Use of Technology</li> <li>● Need for learning functional language</li> </ul>	
<b>3.</b>	<b>Select Studies in the chosen Language (Sanskrit/Marathi/Hindi)</b>	<b>10</b>
	<ul style="list-style-type: none"> <li>● The faculty member shall discuss with the learners about the richness of literature of chosen language. Subsequently the entire class will choose two authors and two poets. The chosen literary work needs to be read and discussed in the class. Based on this module, internal evaluation shall be done.</li> </ul>	
	<b>Total</b>	<b>30</b>

**Total marks: 50**

**Evaluation Pattern- 60:40**

**Internal Evaluation: 20 Marks**

The faculty will decide the means of taking internal evaluation. It can be oral quiz, dialogue exchange, role play, reading comprehension, listening comprehension etc.

**External evaluation:**

**Marks: 30**

**Duration: 1 hours**

**Note: (1) All questions are compulsory**

(2) The learners can write answers in the chosen language or in English/Marathi/Hindi

Question No.	Particulars (Nature of question)	Marks
Questions with sub questions	Flexibility is given to the faculty to decide the paper pattern and depending on learner's ability will design the question paper. It can contain questions like identifying or changing gender, identifying or changing tenses, making rhythmic words, answer in one sentence etc.	30
	<b>Total</b>	<b>30</b>

**Syllabus of courses of SY BBA Programme  
(With effect from the Academic Year 2025-2026)**

**5. Ability Enhancement Courses, Value Enhancement Course, Indian Knowledge System**

**5.A Ability Enhancement Course (AEC)**

**5.A.b Hindi-I (3 Credits)**

**Semester III**

<b>Course Objectives:</b>
1. To create curiosity in the minds of learners about the chosen language
2. To help the learners understand the need to learn the chosen language
3. To introduce learners to the structure of the chosen language
4. To understand the richness of Indian selected languages with reference to consonants and vowels
5. To understand unique characteristics of the chosen language
6. To understand the use of gender and tenses
7. To understand the use of idioms and phrases
8. To know the various dialects of the chosen language
9. To understand the application of technology for communication by alternatively abled
10. To understand the need of learning functional language
11. To get familiarized with the literature of the chosen language
12. To get familiarized with the literature translated to the chosen language from other languages
13. To learn to appreciate the other literary forms of the chosen language
<b>Course Outcome:</b>
1. The learner will be curious to learn the chosen language
2. The learner will be able to understand the need to learn the chosen language
3. The learner will get familiar with the structure of the chosen language
4. To understand the richness of Indian selected languages with reference to constants and vowels
5. To understand unique characteristics of the chosen language
6. To understand the use of gender and tenses
7. To understand the use of idioms and phrases
8. To know the various dialects of the chosen language
9. To understand the application of technology for communication by alternatively abled
10. To understand the need of learning functional language
11. To get familiarized with the literature of the chosen language
12. To get familiarized with the literature translated to the chosen language from other languages
13. To learn to appreciate the other literary forms of the chosen language

<b>Linguistic Studies I</b>		
<b>Module. No.</b>	<b>Modules</b>	<b>No. of Lectures</b>
1.	Introduction to Linguistic Studies	10
2.	Languages in Communication	10
3.	Hindi Literature	10
	<b>Total</b>	<b>30</b>

<b>Sr. No.</b>	<b>Modules</b>	<b>No. of Lectures</b>
<b>1.</b>	<b>Introduction to Linguistic Studies</b>	<b>10</b>
	<ul style="list-style-type: none"> <li>● Structure of languages</li> <li>● English language compared with the select Indian languages – viz, Marathi, Hindi and Sanskrit</li> <li>● Richness of Indian languages with reference to Vowels, consonants (maatras)</li> <li>● Rhythmic characteristic of Indian languages.</li> <li>● Unique characteristics of language (such as Repeat words like Sarsarahat)</li> <li>● Logic behind numbers in regional languages</li> <li>● Use of Tenses and Gender</li> </ul>	
<b>2.</b>	<b>Languages in Communication</b>	<b>10</b>
	<ul style="list-style-type: none"> <li>● Use of Idioms and Phrases</li> <li>● Oral and Written</li> <li>● Dialects</li> <li>● Communication for alternatively abled</li> <li>● Use of Sign language</li> <li>● Language learning – Use of Technology</li> <li>● Need for learning functional language</li> </ul>	
<b>3.</b>	<b>Select Studies in the chosen Language (Sanskrit/Marathi/Hindi)</b>	<b>10</b>
	<ul style="list-style-type: none"> <li>● The faculty member shall discuss with the learners about the richness of literature of chosen language. Subsequently the entire class will choose two authors and two poets. The chosen literary work needs to be read and discussed in the class. Based on this module, internal evaluation shall be done.</li> </ul>	
	<b>Total</b>	<b>30</b>

**Total marks: 50**

**Evaluation Pattern- 60:40**

**Internal Evaluation: 20 Marks**

The faculty will decide the means of taking internal evaluation. It can be oral quiz, dialogue exchange, role play, reading comprehension, listening comprehension etc.

**External evaluation:**

**Marks: 30**

**Duration: 1 hours**

**Note: (1) All questions are compulsory**

**(2) The learners can write answers in the chosen language or in English/Marathi/Hindi**

Question No.	Particulars (Nature of question)	Marks
Questions with sub questions	Flexibility is given to the faculty to decide the paper pattern and depending on learner's ability will design the question paper. It can contain questions like identifying or changing gender, identifying or changing tenses, making rhythmic words, answer in one sentence etc.	30
	<b>Total</b>	<b>30</b>

**Syllabus of courses of SY BBA Programme  
(With effect from the Academic Year 2025-2026)**

**6. Internship / Field Project / Research Project / Community Engagement  
(02 credits)  
Semester III**

**Internship / Field Project / Research Project / Community Engagement**

**Foundation of Research Skills (Internship/Field Project/Research Project/Community  
Engagement) (02 credits)**

S. P. Mandali's

**R. A. PODAR COLLEGE OF COMMERCE AND ECONOMICS**

**(EMPOWERED AUTONOMOUS)**

Matunga, Mumbai-400019

**AICTE APPROVED**

**DTE: 3568**

## **Course Structure**

**BACHELOR OF BUSINESS ADMINISTRATION**

**(SHIPPING & LOGISTICS MANAGEMENT)**

**SYBBA-Semester III & IV**

S P Mandali's

**R. A. PODAR COLLEGE OF COMMERCE AND ECONOMICS**

**(EMPOWERED AUTONOMOUS)**

Matunga, Mumbai- 400019

**AICTE APPROVED**

Syllabus And  
Question paper pattern

**BACHELOR OF BUSINESS ADMINISTRATION**

**(SHIPPING AND LOGISTICS MANAGEMENT)**

**S.Y.B.B.A -SEMESTER IV**

Syllabus as per National Education Policy 2020  
To be implemented for Academic Year 2025-2026

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

No. of courses	Course Code	Semester IV	Credits
		<b>Elective Courses (EC)</b>	
1		<b>Discipline Specific Elective (DSE) Courses (Major)</b>	
1.A. a	PUE104201	Warehousing & Supply Chain Management	<b>03</b>
1.A. b	PUE104202	Tracing Mechanism & Data Analysis	<b>03</b>
1.A.c	PUE104203	Insurance in Shipping & Logistics	<b>03</b>
2		<b>Discipline Specific Elective (DSE) Courses (Minor)</b>	<b>03</b>
2.A. a	PUE204201	Industrial Marketing	
3		<b>General Elective/ Open Elective</b>	<b>03</b>
3.A. a	PUD304201	HR Analytics	
3.A. b	PUD304202	Digitalization of Financial Markets	
3.A.c	PUD304203	Robotic Process Automation	
4		<b>Vocational Skill Enhancement Courses (VSC)</b>	<b>03</b>
4.A. a	PUE404201	Technology and Innovation in Shipping and Logistics	
5		<b>Ability Enhancement Course</b>	<b>02</b>
		Linguistic Studies-II	
5.A. a	PUA504201	Sanskrit-II	
5.A. b	PUA504202	Marathi-II	
5.A.c	PUA504203	Hindi-II	
6		<b>Field project/Apprenticeship/community engagement &amp; services Value Enhancement Course(VEC)</b>	<b>02</b>
6.A. a	PUA604201	Foundation of Research Skills (Internship)	
6.A. b	PUA604202	Foundation of Research Skills (Research Project)	
6.A.c	PUA604203	Foundation of Research Skills (Field project)	
		<b>Total Credits</b>	<b>22</b>

**Syllabus of courses of SY BBA Programme  
(With effect from the Academic Year 2025-2026)**

**1. Major Course I**

**1.A.a Warehousing and Supply Chain (Course Credit 3)  
Semester IV**

1.Major	
1.A Course I	
1.A.a Warehousing and Supply Chain (Course Credit 3)	
Course Objectives and Course Outcomes	
Course Objectives	
CObj 1	To enable the learner to comprehend the nuances of warehousing
CObj 2	To enable the understanding of the impact of righteousness in the discharge of duties by a warehouse operator
CObj 3	To create an interest in a career in logistics
CObj 4	To comprehend the trends in E e-logistics
CObj 5	To enable the learner to comprehend the nuances of warehousing
Course Outcomes	
COut 1	The learner understands the nuances of the importance of Strategic Warehousing.
COut 2	The learner is acquainted with a variety of forecasting methods, inventory management, and appropriate costing methods.
COut 3	There is keen interest in exploring Supply chain operations
COut 4	There is a thrust towards promoting entrepreneurship

**Modules at a Glance**

Sr. No.	Module	No. of Lectures
1	Introduction to warehousing	15
2	Forecasting, Inventory management, and Costing	15
3	Concept of Supply Chain Management	15
	<b>Total</b>	45

## Syllabus

Sr.No	Modules / Units
<b>1</b>	<b>Introduction to warehousing</b>
	<p><b>Introduction to Warehousing:</b> Need, evolution, importance, role of warehousing in the supply chain, Types of warehouses (public, private, bonded, automated), Functions of a warehouse (receiving, storage, picking, packing, shipping), Warehousing logistics operations (duties of warehouse operator, customer), Warehouse design (Types, Number, and size of warehouses)</p> <p><b>Warehouse Layout and Design:</b> Principles of warehouse layout, Storage systems (pallet racking, shelving, flow racks), Warehouse zoning and flow optimization, Warehouse safety regulations, Functions and features of WMS, WMS implementation and integration, Data management and reporting, Warehouse documentation</p> <p><b>Warehouse Operations and Management:</b> Receiving and put-away processes, Inventory management techniques (FIFO, LIFO, FEFO), Picking and packing strategies (batch picking, wave picking), Shipping and dispatch procedures, Warehouse performance metrics (KPIs)</p> <p>Trends (E logistics, Logistical Parks, Deepwater ports, Dedicated Freight corridor, Global logistical trends)</p>
<b>2</b>	<b>Concepts of Supply Chain Management</b>
	<p><b>Introduction to Supply Chain Management:</b> Definition, scope of supply chain management, objectives, drivers, Key supply chain participants (suppliers, manufacturers, distributors, retailers, customers), challenges and key issues in Supply chain management, Bullwhip effect</p> <p><b>Supply Chain Logistics and Transportation:</b> Transportation modes and selection, Logistics network design and optimization, Reverse logistics and returns management, Role of IT, framework (Barcoding, SAP/RFID) Green Supply chain management, Startup options , Supply chain network design, Sales and operations planning (S&amp;OP)</p>
<b>3</b>	<b>Forecasting, Inventory management and Costing</b>
	<p><b>Supply Chain Planning and Forecasting:</b> objectives, approaches Demand forecasting techniques (qualitative, quantitative), numericals Inventory planning and control- Types, functions, Replenishment systems, Selective inventory control techniques, EOQ model (safety stock, reorder points)</p> <p>Forecasting- objectives, approaches, techniques (Numerical on simple moving average, Weighted moving average)</p> <p>Costing- Total cost approach Activity-based and Mission based costing and its relevance to Logistical operations</p>

### Reference Books:

- Excellence in Warehouse Management: How to minimize Costs and maximize Value
- World-Class Warehousing and Material Handling *By Edward Frazelle*
- The Warehouse Management Handbook *By James A. Tompkins & Jerry D. Smith*

### Teaching Pedagogy

Lectures/tutorials/fieldwork/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.

**Question Paper Pattern (Academic Year: 2025-2026)**  
**Warehousing and Supply Chain**  
**Semester End Examination and Practical Examination – 100 Marks**  
**SEMESTER IV**

**A] Semester End Examination (SEE)- 60 Marks**

Maximum Marks: 60

Duration: 2 Hours

Note: 1. All questions are compulsory.

2. All questions carry equal marks

**B] Internal Evaluation - 40 Marks****Allocation of 40 Marks---Internal evaluation**

Method of evaluation	Total marks
Assignment/ Quiz/ Case study/ Report writing (Guest Lecture)	20
Power Point Presentation-Pre-set criteria	20
<b>TOTAL</b>	<b>40</b>

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

Question No.	Particulars (Nature of Questions)	Marks (Given)	Marks (To Be Attempted)
Q-1	Attempt <b>any four</b> of the following. A. Theory / Case study/ concept-based question B. Theory / Case study/ concept-based question C. Theory / Case study/ concept-based question D. Theory / Case study/ concept-based question E. Theory / Case study/ concept-based question	25	20
Q-2	Attempt <b>any four</b> of the following. A. Theory / Case study/ concept-based question B. Theory / Case study/ concept-based question C. Theory / Case study/ concept-based question D. Theory / Case study/ concept-based question E. Theory / Case study/ concept-based question	25	20
Q-3	Attempt <b>any four</b> of the following. A. Theory / Case study/ concept-based question B. Theory / Case study/ concept-based question C. Theory / Case study/ concept-based question D. Theory / Case study/ concept-based question E. Theory / Case study/ concept-based question	25	20
	<b>Total</b>	75	60

**Syllabus of courses of SY BBA Programme  
(With effect from the Academic Year 2025-2026)**

**1. Major Course I**

**1.A.b Tracing Mechanism & Data Analysis (Course Credit 3)**

**Semester IV**

<b>1.Major</b>	
<b>1.A Course I</b>	
<b>1.A.a Tracing Mechanism &amp; Data Analysis (Course Credit 3)</b>	
<b>Course Objectives and Course Outcomes</b>	
<b>Course Objectives</b>	
CObj 1	To Understand and apply logistics information systems.
CObj 2	To master logistics performance measurement through KPIs.
CObj 3	To evaluate and utilize diverse tracing technologies
CObj 4	To apply data analysis for logistics optimization.
CObj 5	To analyze technological challenges in e-commerce logistics.
<b>Course Outcomes</b>	
COut 1	Students will identify and explain the functionalities of TMS, WMS, and ERP systems
COut 2	Students will calculate and interpret relevant logistics KPIs to create performance dashboards.
COut 3	Students will compare and contrast GPS, RFID, barcode, BLE, and IoT for logistics applications.
COut 4	Students will use data analysis techniques to optimize routes, inventory, and warehouse layouts.
COut 5	Students will assess and propose solutions for shipment tracking and delivery optimization in e-commerce.

**Modules at a Glance**

Sr.No.	Modules	No. of Lectures
1	Unveiling the Power of Tracing Mechanisms	15
2	Navigating the Sea of Logistics Data	15
3	Optimizing Logistics Operations	15
	<b>Total</b>	<b>45</b>

## Syllabus

Unit No.	Tracing Mechanism & Data Analysis
<b>1.</b>	<b>Unveiling the Power of Tracing Mechanisms</b>
	<p>Overview of the role of information systems in modern logistics. Introduction to TMS, WMS, ERP systems, and their functionalities.</p> <p>Defining relevant KPIs for different logistics processes (e.g., order fulfillment, transportation, warehousing), calculating and interpreting KPIs, creating dashboards for performance monitoring.</p> <p>Overview of different tracing technologies: GPS, RFID, barcode, BLE, IoT sensors. Comparison of their strengths, weaknesses, and applications</p> <p>GPS technology, its implementation in logistics (fleet management, asset tracking), data analysis of GPS data (route optimization, driver behavior monitoring).</p> <p>Understanding RFID technology, different types of RFID tags, applications in inventory management, warehouse automation, and track-and-trace.</p> <p>Weighing the benefits of each technology, addressing ethical considerations and regulations surrounding data collection</p>
<b>2.</b>	<b>Navigating the Sea of Logistics Data</b>
	<p>Introduction to data types, data sources in logistics, basic statistical concepts, data visualization techniques (using tools like Excel)</p> <p>Data Management in Logistics: Focus on data structures, databases, data warehousing, data mining, and their applications in logistics.</p> <p>Exploring data collection methods (sensors, APIs, manual entry), data cleaning and preprocessing techniques, database fundamentals, data warehousing concepts.</p> <p>Applying data analysis techniques to optimize logistics operations. Examples: route optimization (basic algorithms), inventory management (forecasting, ABC analysis), warehouse layout optimization.</p>
<b>3.</b>	<b>Optimizing Logistics Operations</b>
	<p>Exploring how tracing data is integrated with TMS, ERP, and other logistics platforms. Focus on data exchange formats, APIs, and system architecture. Introduction to newer technologies like blockchain, IoT, and their potential impact on supply chain visibility and traceability</p> <p>technological challenges and solutions in e-commerce logistics</p> <p>Analyzing Shipment Status and tracking Data (Monitoring shipments effectively and making informed decisions), Key Performance Indicators (KPIs) for logistics</p> <p>Success, Optimizing Route Planning and delivery Schedules, leveraging data analysis to uncover hidden cost- saving opportunities and streamline operations</p>

### Recommended Books:

- "Internet of Things: Principles and Paradigms" by Rajkumar Buyya, Amir Vahid Dastjerdi.
- "RFID Essentials" by Bill Glover, Himanshu Bhatt.
- "The Second Machine Age: Work, Progress, and Prosperity in a Time of Brilliant Technologies" by Erik Brynjolfsson, Andrew McAfee.
- "Supply Chain Management for Dummies" by Daniel Stanton.
- "Lean Thinking: Banish Waste and Create Wealth in Your Corporation" by James P. Womack, Daniel T. Jones.
- "Data-Driven: Creating a Data Culture" by Hilary Mason, DJ Patil

**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.

**Question Paper Pattern (Academic Year: 2025-2026)**  
**Tracing Mechanism & Data Analysis**  
**Semester End Examination and Practical Examination – 100 Marks**  
**SEMESTER IV**

**A] Semester End Examination (SEE)- 60 Marks**

Maximum Marks: 60

Duration: 2 Hours

- Note: 1. All questions are compulsory.  
 2. All questions carry equal marks.

**B] Internal Evaluation - 40 Marks****Allocation of 40 Marks---Internal evaluation**

Method of evaluation	Total marks
Assignment/ Quiz/ Case study/ Report writing (Guest Lectures)	20
PowerPoint Presentation-Pre-set criteria/ Report on guest lecture/ Activity	20
<b>TOTAL</b>	<b>40</b>

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

Question No.	Particulars (Nature of Questions)	Marks (Given)	Marks (To Be Attempted)
Q-1	Attempt <b>any four</b> of the following. A. Theory / Case study/ concept-based question B. Theory / Case study/ concept-based question C. Theory / Case study/ concept-based question D. Theory / Case study/ concept-based question E. Theory / Case study/ concept-based question	25	20
Q-2	Attempt <b>any four</b> of the following. A. Theory / Case study/ concept-based question B. Theory / Case study/ concept-based question C. Theory / Case study/ concept-based question D. Theory / Case study/ concept-based question E. Theory / Case study/ concept-based question	25	20
Q-3	Attempt <b>any four</b> of the following. A. Theory / Case study/ concept-based question B. Theory / Case study/ concept-based question C. Theory / Case study/ concept-based question D. Theory / Case study/ concept-based question E. Theory / Case study/ concept-based question	25	20
	<b>Total</b>	75	60

**Syllabus of courses of SY BBA Programme  
(With effect from the Academic Year 2025-2026)**

**1. Major Course I**

**1.A.c Insurance in Shipping & Logistics (Course Credit 3)  
Semester IV**

<b>1.Major</b>	
<b>1.A Course I</b>	
<b>1.A.C Insurance in Shipping &amp; Logistics (Course Credit 3)</b>	
<b>Course Objectives and Course Outcomes</b>	
<b>Course Objectives</b>	
CObj 1	To provide a basic understanding of the principles of cargo insurance.
CObj 2	To enable the learner to identify the magnitude of risk and thereby ascertain the insurance cover.
CObj 3	To get acquainted with the basic concepts related to insurance claims.
CObj 4	To know more about the application and settlement of claims.
<b>Course Outcomes</b>	
COut 1	This learner is aware of the procedure to claim insurance.
COut 2	The student is acquainted about the maritime frauds and the remedies available.
COut 3	It ensures focus on understanding the ways to reduce the risk of container crimes.
COut 4	It ensures contribution of the learner in the field of shipping and logistics as there is practical exposure

**Modules at a Glance**

Sr.No.	Modules	No. of Lectures
1	Introduction to Cargo Insurance	15
2	Transport Insurance	15
3	Settlement of Claims	15
<b>TOTAL</b>		<b>45</b>

## Syllabus

Sr. No	Modules/ Units
1	<b>Introduction to Cargo Insurance</b>
	Cargo Insurance Marine Insurance
2	<b>Transport Insurance</b>
	Types of Coverage – Particular, Average, General Average – Concept and application <b>Insurance related issues and remedies</b> Liability Insurance Policy Maritime Frauds and Container Crimes
3	<b>Settlement of Claims</b>
	Liability Insurance Types of Liability Insurance Insurance and Trading Conditions

### Recommended Books-

- "Marine Insurance: Origins and Institutions, 1300-1850" by Adrian Leonard
- "Maritime Insurance Law Review" by Thomas H. Dickinson and Paul Myburgh
- "Marine Insurance Law" by Ozlem Gurses
- "Insurance in the Maritime World" by Baris Soyer and Andrew Tettenborn
- "Marine Insurance: The Law in Transition" by Baris Soyer, Andrew Tettenborn, and Philip Mead
- Shipping & Insurance – Suneera K.

### 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.

**Question Paper Pattern (Academic Year: 2025-2026)**  
**Insurance in Shipping & Logistics**  
**Semester End Examination and Practical Examination – 100 Marks**  
**SEMESTER IV**

**A] Semester End Examination (SEE)- 60 Marks**

Maximum Marks: 60

Duration: 2 Hours

- Note: 1. All questions are compulsory.  
 2. All questions carry equal marks.

**B] Internal Evaluation - 40 Marks****Allocation of 40 Marks---Internal evaluation**

Method of evaluation	Total marks
Assignment/ Quiz/ Case study/ Report writing (Guest Lectures)	20
PowerPoint Presentation-Pre-set criteria/ Report on guest lecture/ Activity	20
<b>TOTAL</b>	<b>40</b>

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

Question No.	Particulars (Nature of Questions)	Marks (Given)	Marks (To Be Attempted)
Q-1	Attempt <b>any four</b> of the following. A. Theory / Case study/ concept-based question B. Theory / Case study/ concept-based question C. Theory / Case study/ concept-based question D. Theory / Case study/ concept-based question E. Theory / Case study/ concept-based question	25	20
Q-2	Attempt <b>any four</b> of the following. A. Theory / Case study/ concept-based question B. Theory / Case study/ concept-based question C. Theory / Case study/ concept-based question D. Theory / Case study/ concept-based question E. Theory / Case study/ concept-based question	25	20
Q-3	Attempt <b>any four</b> of the following. A. Theory / Case study/ concept-based question B. Theory / Case study/ concept-based question C. Theory / Case study/ concept-based question D. Theory / Case study/ concept-based question E. Theory / Case study/ concept-based question	25	20
	<b>Total</b>	75	60

**Syllabus of courses of SYBBA Programme**  
**(With effect from the Academic Year 2025-2026)**

**2. Minor (Allied Course III)**

**2.A.a. Industrial Marketing (3 Credits)**

**Semester IV**

<b>Industrial Marketing</b>	
<b>Course Objectives</b>	
CObj 1	Provide a comprehensive understanding of industrial marketing concepts and dynamics, examining unique characteristics and factors influencing decision-making in industrial buying.
CObj 2	Equip students with skills to develop effective pricing strategies for industrial services, considering cost structures, and explore distribution models emphasizing efficiency.
CObj 3	Explore the role of promotional activities in industrial marketing, including advertising and digital marketing, and develop skills in designing campaigns that resonate with industrial buyers.
<b>Course Outcomes</b>	
COout 1	Gain a comprehensive understanding of industrial marketing concepts and dynamics, examining unique characteristics and factors influencing decision-making in industrial buying.
COout 2	Acquire skills to develop effective pricing strategies for industrial services, considering cost structures, and explore distribution models emphasizing efficiency.
COout 3	Explore the role of promotional activities in industrial marketing, including advertising and digital marketing, and develop skills in designing campaigns that resonate with industrial buyers.

**Modules at a glance:**

Sr. No.	Modules	No. of Lectures
1.	Overview of Industrial Marketing	15
2.	Pricing & Distribution Strategies for Industrial Services	15
3.	Promotional Strategies in Industrial Marketing	15
Total		<b>45</b>

**Reference Books:**

- "Industrial Marketing: Creating and Capturing Customer Value" by R. Srinivasan
- "Pricing Strategies: A Marketing Approach" by Tarun Gupta
- "Marketing of Industrial Products" by V.S. Ramaswamy and S. Namakumari
- "Industrial Marketing: Text and Cases" by R. Krishnamoorthy
- "Advertising and Sales Promotion" by K. Aswathappa

## Syllabus

Sr. No.	Modules / Units
1	<b>Overview of Industrial Marketing</b>
	<p>Importance &amp; Scope of Industrial Marketing, Industrial versus Consumer marketing – Economics of Industrial demand, resellers Market – types of industrial buyers, Distinctive features of B2B marketing and its relevance to the industry, Industrial marketing strategies for sustainable business growth</p> <p>Understanding the Industrial Customer, Analysis of industrial buying behavior and decision-making processes, Identifying and segmenting industrial customers in the shipping and logistics domain, Assessing the factors influencing industrial customer choices, Elements of Customer service, Application of customer relationship management (CRM) in industrial marketing Product and Service Management in Industrial Marketing- Developing and positioning industrial services, Strategies for creating and marketing value added services, Managing the product life cycle</p>
2.	<b>Pricing &amp; Distribution Strategies for Industrial Services</b>
	<p>Pricing considerations and strategies, Negotiation and contracting in the industrial market, Value- based pricing and cost-plus pricing models, effective pricing strategies in the shipping and logistics industry</p> <p>Meaning of industrial product – industrial product strategy, industrial product life cycle, revitalization decisions- new product development – innovation and competitiveness, diffusion of innovation – organizing for effective product development.</p> <p>Distributors – dual channel strategies – choosing the right distributor/ manufacturers, and competitors, maintaining indirect channel effectiveness, Designing and managing distribution channels, Role of logistics in ensuring efficient delivery in the industrial context, Collaborative logistics partnerships, distribution and logistics strategies in industrial marketing</p>
3.	<b>Promotional Strategies in Industrial Marketing</b>
	<p>Selecting and recruiting industrial salespersons – areas of sales training – use of advertising in the industrial market – industrial advertising media – use of sales promotion and publicity – integrated promotion plan. Developing and implementing promotional campaigns, Role of digital marketing and technology in industrial promotion, Trade shows, exhibitions, effective promotional strategies, and events in the shipping and logistics industry</p> <p>Relationship Marketing - Building and maintaining strong relationships with industrial customers, Key principles of relationship marketing, Customer retention strategies in B2B environments</p>

### 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.

**Question Paper Pattern (Academic Year: 2025-2026)**  
**Industrial Marketing**  
**Semester End Examination and Practical Examination – 100 Marks**  
**SEMESTER IV**

**A] Semester End Examination (SEE)- 60 Marks**

Maximum Marks: 60

Duration: 2 Hours

- Note: 1. All questions are compulsory.  
 2. All questions carry equal marks.

**B] Internal Evaluation - 40 Marks****Allocation of 40 Marks---Continuous Internal evaluation (CIE)**

Method of evaluation	Total marks
Assignment/ Project/ Case study / Report on guest lecture/ activity	20
PowerPoint presentation	20
<b>TOTAL</b>	<b>40</b>

**Paper pattern for Semester End Examination (SEE) of 60 Marks**

Question No.	Particulars (Nature of Questions)	Marks (Given)	Marks (To Be Attempted)
Q-1	Attempt <b>any four</b> of the following. A. Theory / Case study/ concept-based question B. Theory / Case study/ concept-based question C. Theory / Case study/ concept-based question D. Theory / Case study/ concept-based question E. Theory / Case study/ concept-based question	25	20
Q-2	Attempt <b>any four</b> of the following. A. Theory / Case study/ concept-based question B. Theory / Case study/ concept-based question C. Theory / Case study/ concept-based question D. Theory / Case study/ concept-based question E. Theory / Case study/ concept-based question	25	20
Q-3	Attempt <b>any four</b> of the following. A. Theory / Case study/ concept-based question B. Theory / Case study/ concept-based question C. Theory / Case study/ concept-based question D. Theory / Case study/ concept-based question E. Theory / Case study/ concept-based question	25	20
	<b>Total</b>	75	60

**Syllabus of courses of SY BBA Programme  
(With effect from the Academic Year 2025-2026)**

**3. General /Open Electives**

**General Electives (GE)/ Open Elective (OE)**

**3.A.a Family Business Enterprise (3 Credits)**

**Semester IV**

<b>3. General /Open Electives</b>	
<b>3.A. General Electives (GE)/ Open Elective (OE)</b>	
<b>3.Aa. Family Business Enterprise</b>	
<b>Course Objectives and Course Outcomes</b>	
<b>Course Objectives</b>	
CObj 1	To equip students with the knowledge and skills to effectively manage and lead family businesses in a global context.
CObj 2	To develop critical thinking and decision-making skills to navigate the unique challenges and opportunities of family-owned enterprises.
CObj 3	To gain understanding of the complex dynamics between family relationships and business operations in a globalizing world.
CObj 4	To strategically expand family businesses into new markets and achieve sustainable growth.
<b>Course Outcomes</b>	
COout 1	Analyze the distinctive characteristics, strengths, and challenges of family businesses compared to non-family-owned enterprises.
COout 2	Evaluate and recommend appropriate governance structures for family businesses to ensure effective decision-making and succession planning.
COout 3	Develop strategies for managing interpersonal dynamics within the family context and minimizing conflict in business operations.
COout 4	Conduct market research and assess national expansion opportunities for family businesses, considering legal and regulatory complexities.
COout 5	Design and implement effective succession planning strategies for leadership transition and talent development within the family.
COout 6	Manage the financial aspects of family businesses, including capital structure, risk management, and financial performance analysis.
COout 7	Critically evaluate the feasibility and potential challenges of internationalizing family businesses.
COout 8	Develop cross-cultural competence to navigate diverse business environments and effectively communicate in an international setting.
COout 9	Identify and manage risks associated with global operations, including currency fluctuations, political instability, and cultural differences.
COout 10	Evaluate and leverage strategic alliances and partnerships to facilitate international expansion and mitigate market entry risks.

**Modules at a Glance**

<b>Family Business Enterprise</b>		
<b>Sr. No.</b>	<b>Modules</b>	<b>No. of Lectures</b>
1	Introduction to Family Business	12
2	Strategic Management in Family Businesses	12
3	Financial Management & Governance Structures in Family Businesses	12
4	Growth and sustainability, future trends in family business	12
<b>Total</b>		<b>48</b>

## Syllabus

Sr. No.	Modules
<b>1</b>	<b>Introduction to Family Business</b>
	<ul style="list-style-type: none"> <li>- Definition, Importance, characteristics of Family Businesses Enterprises</li> <li>- Types of Family Businesses (e.g., small businesses, large conglomerates)</li> <li>- Dynamics of Family Business: Family Dynamics and Governance, Roles of Family Members in Business, Succession Planning and Leadership Transition, Legal aspects of succession planning and conflict resolution,</li> <li>- Case studies of real family businesses (both successful and failed), small-scale project where students analyse a local family business related to succession planning or conflict resolution</li> </ul>
<b>2</b>	<b>Strategic Management in Family Businesses</b>
	<ul style="list-style-type: none"> <li>- Strategic Planning for Family Enterprises</li> <li>- Business Models and Innovation in Family Firms</li> <li>- Risk Management and Resilience</li> <li>- Family communication styles, managing family expectations, impact of family values on business decisions, emotional challenges of succession, role of family meetings.</li> </ul>
<b>3</b>	<b>Financial Management &amp; Governance Structures in Family Businesses</b>
	<ul style="list-style-type: none"> <li>- Financial Planning and Control</li> <li>- Funding Options for Family Enterprises</li> <li>- Valuation of Family Businesses</li> <li>- Intergenerational wealth management, including topics like investment strategies, philanthropy, and family governance structures for wealth preservation</li> <li>- Establishing Governance Frameworks &amp; Best Practices in Family Business Governance</li> <li>- Legal structures for family businesses (e.g., partnerships, limited liability Companies), tax implications, estate planning, and shareholder agreements</li> </ul>
<b>4</b>	<b>Growth and Sustainability &amp; Future Trends in Family Business</b>
	<ul style="list-style-type: none"> <li>- Strategies for Growth in Family Businesses</li> <li>- Challenges of Professionalization</li> <li>- Sustainability and Corporate Social Responsibility</li> <li>- Impact of Technology on Family Enterprises</li> <li>- Globalization and Family Business</li> <li>- Emerging Trends and Challenges</li> <li>- E-commerce strategies, digital marketing, data analytics, and cybersecurity for family businesses</li> </ul>

### Reference Books:

- "Family Business: Innovative On-Site Strategies for Sustaining Competitive Advantage" by Craig **E. Aronoff, John L. Ward, and Stephen L. McClure**
- "Family Business Succession: Your Roadmap to Continuity" by Daniela Montemerlo
- "Family Wars: Classic Conflicts in Family Business and How to Deal with Them" by Grant Gordon and Nigel Nicholson:

### 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.

**Question Paper Pattern (Academic Year: 2025-2026)****Family Business Enterprise****Semester End Examination and Practical Examination – 100 Marks****SEMESTER IV****A] Semester End Examination (SEE)- 60 Marks**

Maximum Marks: 60

Duration: 2 Hours

Note: 1. All questions are compulsory.

2. All questions carry equal marks.

**B] Internal Evaluation - 40 Marks****Allocation of 40 Marks---Continuous Internal evaluation (CIE)**

Method of evaluation	Total marks
Assignment/ Project/ Case study / Report on guest lecture/ activity	20
PowerPoint presentation	20
<b>TOTAL</b>	<b>40</b>

**Paper pattern for Semester End Examination (SEE) of 60 Marks**

Question No.	Particulars (Nature of Questions)	Marks (Given)	Marks (To Be Attempted)
Q-1	Attempt <b>any four</b> of the following. A. Theory / Case study/ concept-based question B. Theory / Case study/ concept-based question C. Theory / Case study/ concept-based question D. Theory / Case study/ concept-based question E. Theory / Case study/ concept-based question	25	20
Q-2	Attempt <b>any four</b> of the following. A. Theory / Case study/ concept-based question B. Theory / Case study/ concept-based question C. Theory / Case study/ concept-based question D. Theory / Case study/ concept-based question E. Theory / Case study/ concept-based question	25	20
Q-3	Attempt <b>any four</b> of the following. A. Theory / Case study/ concept-based question B. Theory / Case study/ concept-based question C. Theory / Case study/ concept-based question D. Theory / Case study/ concept-based question E. Theory / Case study/ concept-based question	25	20
	<b>Total</b>	<b>75</b>	<b>60</b>

**Syllabus of courses of SY BBA Programme**  
**(With effect from the Academic Year 2025-2026)**  
**3. General / Open Electives**  
**3 A. General Electives (GE) / Open Electives (OE)**  
**3.A.b. Digitalization of Financial Market (3 Credits)**  
**Semester IV**

<b>3. General /Open Electives</b>	
<b>3.A. General Electives (GE)/ Open Elective (OE)</b>	
<b>3.A.b. Digitalization of Financial Markets</b>	
<b>Course Objectives and Course Outcomes</b>	
<b>Course Objectives</b>	
CObj 1	Students will define, differentiate it from traditional finance, and trace the historical evolution of financial markets. They will also understand the drivers, categories, and disruptive potential of Fintech, along with the dynamics of digital marketplaces and platforms.
CObj 2	Students evaluate the impact of digitalization on core financial services and understanding the mechanics and implications of digital payments
CObj 3	Students assess the critical role of data in financial markets, analyze the evolving regulatory landscape governing digital finance, balancing innovation with consumer protection
CObj 4	Students evaluate the cybersecurity risks, data privacy concerns and the ethical considerations surrounding the use of AI and other technologies in finance
CObj 5	Students analyze emerging trends and technologies shaping the future of finance, including the transformation of banking, the application of AI and machine learning.
<b>Course Outcomes</b>	
COut 1	Students are capable of defining, differentiating digital finance from traditional finance. Critically evaluate the key components of the digital finance landscape,
COut 2	Enables students to evaluate the mechanics and implications of digital payments, identifying the associated risks and opportunities.
COut 3	Students can critically assess the evolving regulatory landscape governing digital finance, the challenges of balancing innovation with consumer protection, maintaining the integrity of the digital financial system.
COut 4	Learners do critically examine the ethical considerations in AI, analyze the broader social impact of digitalization on financial inclusion, economic inequality, and access to financial services.
COut 5	Learners will be able to critically evaluate the challenges and opportunities presented by these advancements and their potential to reshape the financial landscape.

**Modules at a Glance**

Sr. No.	Modules	No. of Lectures
1	Introduction to Digital Finance and Market Evolution	15
2	Digitalization of Financial Products and Services	15

3	Digital Transformation and the Future of Finance	15
<b>Total</b>		<b>45</b>

## Syllabus

Sr. No.	Modules
1	<p><b>Introduction to Digital Finance and Market Evolution</b></p> <p>Defining digital finance and its core components.  Distinguishing between traditional finance and digital finance.  Exploring the historical evolution of financial markets (Money &amp; Capital) and the role of technology in shaping their development.  Introducing key concepts like Fintech, Insurtech, and Regtech.</p> <p><b>The Rise of Fintech:</b>  Examining the factors driving the growth of Fintech.  Different categories of Fintech companies (e.g., payments, lending, investing, insurance).  Analyzing the disruptive potential of Fintech on traditional financial institutions.  Discussing the challenges and opportunities presented by Fintech innovation.</p> <p><b>Digital Marketplaces and Platforms:</b> Understanding the concept of digital marketplaces and platforms in finance.  Exploring the role of online platforms in connecting buyers and sellers of financial products and services.  Analyzing the impact of platforms on market access, transparency, and efficiency. Discussing the network effects and platform business models.</p> <p><b>Data in Financial Markets:</b>  Introduction to the importance of data in financial markets.  Different types of financial data (e.g., market data, economic data, social media data).  Challenges of data management, including data quality, security, and privacy.  Introducing basic concepts of data analytics and its applications in finance.</p> <p><b>The Changing Landscape of Financial Regulation:</b>  Overview of the regulatory landscape governing digital finance.  Exploring the challenges of regulating rapidly evolving technologies.  Discussing the role of regulators in balancing innovation and consumer protection. Introducing key regulatory concepts like KYC (Know Your Customer) and AML (Anti-Money Laundering).</p>
2	<p><b>Digitalization of Financial Products and Services</b></p> <p><b>Digital Payments and Mobile Money:</b>  World of digital payments, including mobile wallets, contactless payments, and real-time payment systems.  Analyzing the impact of digital payments on financial inclusion and economic development.  Security and privacy considerations related to digital payments.</p> <p><b>Cryptocurrencies and Blockchain:</b>  Introduction to cryptocurrencies like Bitcoin and Ethereum.  Understanding the underlying technology of blockchain and its potential applications beyond cryptocurrencies  Central Bank Digital Currencies (CBDCs)  High-Frequency Trading  Tokenization of Assets  Security Token Offerings (STOs)  Legal and Regulatory Considerations in Tokenized Assets  Risks and opportunities associated with investing in crypto currencies  Exploring the concept of decentralized finance (DeFi).</p> <p><b>Digital Lending and Crowdfunding:</b>  Examining the growth of digital lending platforms and crowd funding platforms.  Analyzing the impact of these platforms on access to finance for individuals and businesses.  Credit risk assessment and loan management practices in digital lending.</p>

	<p><b>Robo-Advisors and Algorithmic Trading:</b>  Introduction to robo-advisors and automated investment platforms.  Exploring the use of algorithms and AI in investment management.  Discussing the benefits and limitations of algorithmic trading.  Risks and Ethical Implications of Algorithmic Trading</p> <p><b>Insurtech and Digital Insurance:</b>  Exploring the application of technology in the insurance industry.  Analyzing the impact of Insurtech on traditional insurance models.  Discussing the use of data analytics and IoT devices in insurance underwriting and claims</p>
<b>3</b>	<b>Digital Transformation and the Future of Finance</b>
	<p><b>Cybersecurity and Data Privacy:</b>  Understanding the importance of cybersecurity and data privacy in digital finance. Exploring the various cyber threats and data breaches that can occur.  Discussing strategies for mitigating these risks and protecting sensitive financial data.  Discussing the ethical considerations related to the use of AI in finance.</p> <p><b>The Future of Banking:</b>  Analyzing the impact of digitalization on the banking industry.  Exploring the emergence of digital banks and the transformation of traditional banks. Discussing the future role of banks in the digital economy.  Introduction to the concepts of AI and machine learning and their applications in finance.  Exploring the use of AI for fraud detection, risk management, and customer service.</p> <p><b>The Metaverse and Web 3.0:</b>  Introduction to the concepts of the metaverse and Web 3.0 and their potential implications for financial markets.  Exploring the use of virtual and augmented reality in finance.  Discussing the challenges and opportunities presented by these emerging technologies.</p> <p><b>Ethical Considerations and Social Impact:</b>  Discussing the ethical considerations related to digital finance, including issues of fairness, transparency, and accountability.  Exploring the social impact of digitalization on financial inclusion and economic inequality.</p>

## Reference Books

### 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.

**Question Paper Pattern (Academic Year: 2025-2026)**

**Digitalization of Financial Markets**

**Semester End Examination and Practical Examination – 100 Marks**

**SEMESTER IV**

**A] Semester End Examination (SEE)- 60 Marks**

Maximum Marks: 60

Duration: 2 Hours

Note: 1. All questions are compulsory.

2. All questions carry equal marks.

**B] Internal Evaluation - 40 Marks**

**Allocation of 40 Marks---Continuous Internal evaluation (CIE)**

**Digitalization of Financial Markets**

Method of evaluation	Total marks
Assignment/ Project/ Case study / PowerPoint presentation	20
Report on guest lecture/ activity	20
<b>TOTAL</b>	<b>40</b>

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

Question No.	Particulars (Nature of Questions)	Marks (Given)	Marks (To Be Attempted)
Q-1	Attempt <b>any four</b> of the following. A. Theory / Case study/ concept-based question B. Theory / Case study/ concept-based question C. Theory / Case study/ concept-based question D. Theory / Case study/ concept-based question E. Theory / Case study/ concept-based question	25	20
Q-2	Attempt <b>any four</b> of the following. A. Theory / Case study/ concept-based question B. Theory / Case study/ concept-based question C. Theory / Case study/ concept-based question D. Theory / Case study/ concept-based question E. Theory / Case study/ concept-based question	25	20
Q-3	Attempt <b>any four</b> of the following. A. Theory / Case study/ concept-based question B. Theory / Case study/ concept-based question C. Theory / Case study/ concept-based question D. Theory / Case study/ concept-based question E. Theory / Case study/ concept-based question	25	20
	<b>Total</b>	75	<b>60</b>

**Syllabus of courses of SY BBA Programme**  
**(With effect from the Academic Year 2025-2026)**  
**3. General / Open Electives**  
**3 A. General Electives (GE) / Open Electives (OE)**  
**3.A.c. Robotic Process Automation (3 Credits)**  
**Semester IV**

<b>3. General /Open Electives</b>	
<b>3.A.General Electives (GE)/ Open Elective (OE)</b>	
<b>3.A.c. Robotic Process Automation</b>	
<b>Course Objectives and Course Outcomes</b>	
<b>Course Objectives</b>	
CObj 1	To understand foundations of Robotic Process Automation
CObj 2	To introduce the platform interface of UiPath Studio and design workflow
CObj 3	To explore different RPA strategies
CObj 4	To evaluate and compare different RPA tools
<b>Course Outcomes</b>	
COut 1	Learners will be able to clearly define RPA, explain its benefits and limitations compared to traditional automation.
COut 2	Learners will be able to navigate the UiPath Studio interface, build workflows using control flow activities and various techniques.
COut 3	Learners will understand RPA project management best practices.
COut 4	Learners will be able to analyze features and functionalities of different RPA tools.
COut 5	Learners will gain practical experience by developing and implementing RPA solutions for real-world scenarios.

**Modules at a Glance**

Sr. No.	Modules	No. of Lectures
1	Introduction of RPA and UiPath Studio	15
2	Building Workflows	15
3	Strategies and Other RPA Tools	15
<b>Total</b>		<b>45</b>

### Syllabus

Sr. No.	Modules
<b>1</b>	<b>Introduction of RPA and UiPath Studio</b>
	Basics of RPA, Benefits, Limitations, and comparison to traditional automation, Application of RPA, UiPath Studio Interface Overview, Basic Navigations and workspace components, Data types, storing information and basic operations, Recording and Playback for User Actions,
<b>2</b>	<b>Building Workflows</b>
	Control Flow Activities, Screen Scraping and Data Extraction, Data Entry and Form Filing, Accessing Excel, Manipulating Data in Excel, Error handling and Debugging, Sharing and Exporting Workflows
<b>3</b>	<b>Strategies and Other RPA Tools</b>
	RPA Project Management, Security and Ethical Automation Practices in RPA, Orchestrating Robots, Other Tools for RPA Implementation, Choosing the right RPA Tool

Books and References:					
Sr. No.	Title	Author/s	Publisher	Edition	Year
1	The Robotic Process Automation Handbook A Guide to Implementing RPA Systems	Tom Taulli	Apress	First	2020
2	Robotic Process Automation Management, Technology, Applications	Christian Czarnicki, Peter Fettke	De Gruyter	First	2021
3	UiPath Associate Certification Guide	Niyaz Ahmed, Lahiru Fernando, Rajaneesh Balakrishnan	Packt	First	2022

**Robotic Process Automation****Question Paper Pattern (Academic Year: 2024-25)****Internal Examination & Semester End Examination – 40 Marks****A] Internals-40 Marks****A Certified copy journal is essential to appear for the practical examination.**

Sr.No.	Particulars	Marks
1.	Practical Work	20
2.	Journal	10
3.	Viva Voce	10
	<b>Total</b>	<b>40</b>

<b>Practical Work (20 Marks)</b>	
1	Install and Explore interface of UiPath Studio
2	Automate Data Entry in Web Form
3	Automate Sending Email Notifications
4	Extract data from Spreadsheets
5	Extract data from PDFs
6	Rename downloaded files
7	Data Cleaning and Validation
8	Download Files from a Website
9	Searching data over the internet and creating a Comparison Table
10	Connect with External APIs

**B] Semester End Examination (SEE)- 60 Marks**

Maximum Marks            60  
Duration                        : 2 Hours

## Paper pattern for written test of 60 marks

Question No.	Particulars (Nature of Questions)	Marks (Given)	Marks (To Be Attempted)
Q-1	Attempt <b>any four</b> of the following. A. Theory / Case study/ concept-based question B. Theory / Case study/ concept-based question C. Theory / Case study/ concept-based question D. Theory / Case study/ concept-based question E. Theory / Case study/ concept-based question	25	20
Q-2	Attempt <b>any four</b> of the following. A. Theory / Case study/ concept-based question B. Theory / Case study/ concept-based question C. Theory / Case study/ concept-based question D. Theory / Case study/ concept-based question E. Theory / Case study/ concept-based question	25	20
Q-3	Attempt <b>any four</b> of the following. A. Theory / Case study/ concept-based question B. Theory / Case study/ concept-based question C. Theory / Case study/ concept-based question D. Theory / Case study/ concept-based question E. Theory / Case study/ concept-based question	25	20
	<b>Total</b>	75	60

**Syllabus of courses of SY BBA. Programme**  
**(With effect from the Academic Year 2025-2026)**  
**4.A Vocational Skill Course (VSC)**  
**4.A Technology & Innovations in Shipping & Logistics (3 Credits)**  
**Semester IV**

4.A Vocational Skill Course (VSC)	
4.A.a Technology & Innovations in Shipping & Logistics	
Course Objectives and Course Outcomes	
Course Objectives	
CObj 1	To enable the learner to appreciate the role of technology
CObj 2	To make the learner aware of the trends in the area of shipping and Logistics
CObj 3	To acquaint the learner with the nuances of technology
CObj 4	To equip the learner with the concepts related to the recent trends in shipping
Course Outcomes	
COut 1	Ensures the understanding of the latest technology
COut 2	The learner appreciates the role of drones in logistics
COut 3	The benefits of route optimization are understood and appreciated by the learner

**Modules at a Glance**

Sr No	Modules	No of lectures
1	Intelligent systems	15
2	Big data and Analytics	15
3	Green shipping and Sustainability	15
<b>Total</b>		<b>45</b>

## Syllabus

Sr. No.	Modules
1.	<b>Intelligent Systems</b>
	<p><b>Types of Intelligent Systems:</b> AI, IoT, robotics, and their roles &amp; characteristics (Autonomy, learning, and adaptability), Case studies of intelligent system adoption in shipping.</p> <p><b>AI powered Route Optimization and Decision-Making:</b> Real-time data processing for dynamic routing, AI-based decision systems for fleet and load management.</p> <p><b>Automated Vehicles:</b> Drones, Self-driving trucks, Regulations and operational feasibility for drones, Last-mile delivery, Real-world use cases of autonomous vehicles. <b>Robotics:</b> Automated storage and retrieval systems (AS/RS), Role of robots in goods sorting, Handling and packaging. Examples of robotics in global supply chains.</p> <p><b>Simulation and Digital Twins:</b> Augmented Reality, Digital twins for simulating supply chain operation, Enhancing predictive capabilities through virtual modeling, Applications in warehouse layout and delivery planning.</p>
2.	<b>Big data and Analytics</b>
	<p><b>Basics of Data Analytics:</b> Types (Descriptive, predictive, and prescriptive analytics), Role of data analytics in logistics for improving efficiency, Tools used.</p> <p><b>Predictive Maintenance:</b> Sensors and IoT for real-time vehicle and equipment monitoring, Techniques used, Applications of predictive analytics.</p> <p><b>Risk Assessment and Fraud Detection:</b> Operational Risks and Other Types of risks, Risk Management using Data Analytics, Fraud detection and techniques used for detection, Mitigating risks in cross-border logistics operations.</p> <p><b>Inventory Optimization and Demand Forecasting:</b> Forecast seasonal demand and trends, Optimizing warehouse storage, Case studies on analytics-driven inventory models.</p> <p><b>Customer Behavior and Delivery Optimization:</b> Understand customer delivery preferences, optimizing delivery routes based on past behavior, Enhancing customer satisfaction with data- driven decisions.</p>
3.	<b>EDI and API Functionality</b>
	<p><b>Basics of EDI:</b> Definition, history, and importance in logistics.</p> <p><b>Standards:</b> ANSI X12, EDIFACT, TRADACOMS.</p> <p><b>Common EDI documents:</b> Invoices, shipping notices, and customs forms.</p> <p><b>Basics of APIs:</b> API, Types of APIs (REST, SOAP), Real-time data exchange using APIs, Examples like Google Maps API for route optimization, Maersk API for shipment tracking.</p> <p><b>Comparing EDI and API:</b> Use cases for EDI vs. API in logistics.</p> <p><b>Integration of EDI and API:</b> Using APIs to extend the functionality of legacy EDI systems, Real-world scenarios, Combining EDI for document exchange with API for live updates.</p> <p><b>Security:</b> Encryption, authentication, and data integrity</p>

**Teaching Pedagogy**

Lectures/tutorials/fieldwork/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.

**Question Paper Pattern (Academic Year: 2025-2026)**  
**Technology & Innovations in Shipping & Logistics**  
**Semester End Examination and Practical Examination – 100 Marks**  
**SEMESTER IV**

**A] Semester End Examination (SEE)- 60 Marks**

Maximum Marks: 60

Duration: 2 Hours

Note: 1. All questions are compulsory.

2. All questions carry equal marks.

**B] Internal Evaluation - 40 Marks****Allocation of 40 Marks---Internal evaluation**

Method of evaluation	Marks
Written Test	15
PowerPoint Presentation-Pre-set criteria	25
<b>TOTAL</b>	<b>40</b>

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

Question No.	Particulars (Nature of Questions)	Marks (Given)	Marks (To Be Attempted)
Q-1	Attempt <b>any four</b> of the following. A. Theory / Case study/ concept-based question B. Theory / Case study/ concept-based question C. Theory / Case study/ concept-based question D. Theory / Case study/ concept-based question E. Theory / Case study/ concept-based question	25	20
Q-2	Attempt <b>any four</b> of the following. A. Theory / Case study/ concept-based question B. Theory / Case study/ concept-based question C. Theory / Case study/ concept-based question D. Theory / Case study/ concept-based question E. Theory / Case study/ concept-based question	25	20
Q-3	Attempt <b>any four</b> of the following. A. Theory / Case study/ concept-based question B. Theory / Case study/ concept-based question C. Theory / Case study/ concept-based question D. Theory / Case study/ concept-based question E. Theory / Case study/ concept-based question	25	20
	<b>Total</b>	<b>75</b>	<b>60</b>

**Syllabus of courses of SY BBA Programme  
(With effect from the Academic Year 2025-2026)**

**5. Ability Enhancement Courses, Value Enhancement Course, Indian Knowledge System**

**5.A Ability Enhancement Course (AEC)**

**5.A.a Linguistic Studies II (3 Credits)**

**Semester IV**

**Modules at Glance**

<b>Linguistic Studies II</b>		
<b>Module. No.</b>	<b>Modules</b>	<b>No. of Lectures</b>
1.	Select Studies in Translated Literature	10
2.	Functional and Commercial Language	10
3.	Forms of Literary Expressions	10
<b>Total</b>		<b>30</b>

<b>Sr. No.</b>	<b>Modules</b>	<b>No. of Lectures</b>
<b>1.</b>	<b>Select Studies in Translated Literature</b>	<b>10</b>
	Translated Literature and Cultural Exchange Review of Translated Literature using Translated Literary work from another language to chosen language. (The choice of the texts should be made by the learner with due discussion with the faculty). Based on this module, internal evaluation shall be done.	
<b>2.</b>	<b>Functional and Commercial Language</b>	<b>10</b>
	Newspaper reading of the chosen language in the class along with faculty Watching and understanding News channel of the chosen language Translation of often used words in office circulars and government communications Simple conversations in the chosen language Banking and financial terms in the chosen language	
<b>3.</b>	<b>Forms of Literary Expressions</b>	<b>10</b>
	<ul style="list-style-type: none"> <li>• Appreciation of select forms of literature               <ul style="list-style-type: none"> <li>o Films</li> <li>o Theatre</li> <li>o Performing Arts</li> <li>o Fine Arts</li> </ul> </li> </ul> <p>The faculty member shall discuss with the learners about the richness of other forms of Literary expressions in chosen language and learn to appreciate the creativity and presenting the creativity in a lighter form. Also, they are expected to appreciate the cultural dimensions behind it.</p>	
	<b>Total</b>	<b>30</b>

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**Internal Evaluation: 20 Marks**

The faculty will decide the means of taking internal evaluation. It can be oral quiz, dialogue exchange, role play, reading comprehension, listening comprehension etc.

**External evaluation:**

**Marks: 30**

**Duration: 1 hours**

**Note: (1) All questions are compulsory**

**(2) The learners can write answers in the chosen language or in English/Marathi/Hindi**

Question No.	Particulars (Nature of question)	Marks
Questions with sub questions	Flexibility is given to the faculty to decide the paper pattern and depending on learner's ability will design the question paper. It can contain questions like identifying or changing gender, identifying or changing tenses, making rhythmic words, answer in one sentence etc.	30
	<b>Total</b>	<b>30</b>

**Syllabus of courses of SY BBA Programme  
(With effect from the Academic Year 2025-2026)  
6. Internship / Field Project / Research Project  
(Any one course from the following list of courses)- (02 credits)  
Semester IV**

**6. Internship / Field Project / Research Project**

**Foundation of Research Skills (Internship) - II**

**Syllabus of courses of SY BBA Programme (With  
effect from the Academic Year 2025-2026)**

**6. Internship / Field Project / Research Project**

**(Any one course from the following list of courses)- (02 credits)**

**Semester IV**

**6. Internship / Field Project / Research Project**

**Foundation of Research Skills (Research Project) - II**

**Syllabus of courses of SY BBA Programme  
(With effect from the Academic Year 2025-2026)  
6. Internship / Field Project / Research Project  
(Any one course from the following list of courses)- (02 credits)  
Semester IV**

**6. Internship / Field Project / Research Project**

**Foundation of Research Skills (Field Project) - II**

