

**BACHELOR OF BUSINESS ADMINISTRATION  
LOGISTICS MANAGEMENT  
B.B.A (Logistics Management)**

**SYLLABUS**

**18BUS101**

**PRINCIPLES OF MANAGEMENT**

**3 1 0 4**

**Objectives:** *To acquaint the students with the challenges and opportunities they will face when managing their lives, the time and skills of other people, and the resources of an organization; to help the students understand management theory from functional perspectives; to provide students with opportunities to develop the basic managerial skills of planning, organizing, leading & controlling; to gain experience in working as part of a team and to develop skills necessary for effective work team performance.*

**Unit 1 Management Concepts**

Management: Meaning – Process - Science or Art - a Profession - Administration vs Management – Significance - Functions of Management - Levels of Management - Managerial Skills - Roles of Managers. Classical Theory - Scientific Management - Administrative Management - Bureaucracy Modern Theory - System approach - Contingency Theory - Z quality management, Behavioural Theory - Hawthorne Studies - Maslow's need theory - Theory X, Y and Z.

**Unit 2 Planning**

Definition – Need – Benefits – Steps - Nature and Importance – Objectives - Concepts of Management by Objective – Steps - Difficulties in MBO.

**Unit 3 Organising**

Nature – Purpose – Steps - Types of Organization: Formal & Informal – Power - Authority and Responsibility - Centralisation vs Decentralisation - Span of control – Departmentalization - Project organization - matrix organization.

**Unit 4 Staffing and Directing**

Nature – Significance - Recruitment & Selection Meaning - Training and Placement – Meaning - Difference between Recruitment and Selection - Difference between Training and development.

Directing - Meaning – Definition - Key elements.

**Unit 5 Managerial Control**

Definition, Characteristics - Significance – Limitations – Process - Requirement of an effective control system - Feedback mechanisms resistance to control - Overcoming resistance to control.

**Skill Development Activities:**

- L Collect the photograph and Bio-data of any three contributors to Management thought.*
- M Draft organizational chart and discuss the authority relationship.*
- N Identify the feedback control system of an organization.*
- O List out your strengths and weaknesses considering yourself as a manager.*
- P Visit any recruitment firm and write down their process of recruitment.*

**TEXTBOOKS:**

- 1. T. N Chhabra, Principles of Management*
- 2. Samuel C Certo And S. Trevis Certo, Modern Management*

**REFERENCES:**

1. L. M Prasad, *Principles And Practices Of Management*
2. Koontz, *Essentials of Management.*
3. Daft, R. L, *Management.*
4. Stephen P. Robins and Marry Coulter, *Management.*

### **18BUS102**

### **Fundamentals of Logistics**

**3 0 0 3**

Objectives: To provide the students an opportunity to learn the fundamentals of logistics and to relate the concepts to real life business and to become efficient suppliers.

**Unit I** Logistics: Definition - History and Evolution- Objectives – Elements- Activities Importance- The work of logistics-Logistics interface with marketing- Retails logistics-Emerging concept in logistics.

**Unit II** Logistics Management: Definition and Evolution -Achievement of competitive advantage through logistics Framework-Role of Logistics management-Integrated Logistics Management - Model – Flow of process activities (in brief).

**Unit III** Outsourcing logistics: Reasons: Third party logistics provider-Fourth party Logistics providers (4 pl)- Stages-Role of logistics providers

**Unit IV** Logistics Strategy: Strategic role of logistics – Definition-role of logistics managers in strategic decisions: Strategy options, Lean Strategy, Agile Strategies & Other strategies :Designing & Implementing logistical strategy

**Unit V** Quality customer service & integrated logistics: Customer service-importance elements- the order cycle system-distribution channels-Functions performed-Types designing- Logistical packaging.

#### **REFERENCE BOOKS**

Fundamentals of Logistics Management (The Irwin/Mcgraw-Hill Series in Marketing), Douglas Lambert, James R Stock, Lisa M. Ellram, McGraw-hill/Irwin, First Edition, 1998.

Vinod V. Sople (2009) Logistic Management (2nd Edn.) Pearson Limited.

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

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

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

Donald Waters : Logistics. Palgrave Macmillan, New York, 2004 KrishnaveniMuthiah : Logistics Management & World Sea borne Trade, Himalaya Publishing House, Mumbai, 1999.

#### **TEXTBOOKS**

David B. Grant, Chee Yew Wong, Sustainable Logistics and Supply Chain Management: Principles and Practices for Sustainable Operations and Management, Kindle Edition

Fundamentals of Logistics Management (The Irwin/Mcgraw-Hill Series in Marketing), Douglas Lambert, James R Stock, Lisa M. Ellram, McGrawhill/Irwin, First Edition, 1998.

Vinod V. Sople (2009) Logistic Management (2nd Edn.) Pearson Limited. Reference Books: 1. Logistics Management For International Business: Text And Cases, Sudalaimuthu& S. Anthony Raj, PHI Learning, First Edition, 2009.

Fundamentals of Logistics Management, David Grant, Douglas M. Lambert, James R. Stock, Lisa M. Ellram, McGraw Hill Higher Education, 1997.

Logistics Management, Ismail Reji, Excel Book, First Edition, 2008.

### **18BUS112**

### **Introduction to Shipping**

**2 0 0 2**

**UNIT-1**The Importance for Sea Transport –Different Shipping markets – Participation of Shipping Trade-  
The Supply of Ships: Supply of Shipping –Why operate Ships –Protectionism –Ship Registration –Port State  
Control –Ship Classification-Brief history of Shipping.

**UNIT-2** Ship registration Tonnage & Load lines –Description of various tonnage and types of Ships, cargo  
gears , Crude oil and Croduct tankers. The Dry Cargo Chartering market :Introduction –Chartering –various  
charter parties and description of charter parties.

**UNIT-3**Liners: Introduction –The Development of Tankers & the Tanker Market –Types of tankers –Tanker  
Charter Parties -Negotiating Charter, Brief History of Containeristion –Conferences & Freight Tariffs –Liner  
Documentation : Bill of Lading Terms & Conditions.

**UNIT-4** The Practitioners in Shipping Business –The Institute of Chartered Ship Brokers –Ship Sale &  
Purchase –Ship Management, Maritime Geography –Introduction –Ocean & Seas –Ports –Geography of  
trade.

**UNIT-5**Accounts: Introduction –Accounting –Capital –Credit-management accounting –Cash Flow-Costs –  
Different types if Companies-Exchange Rates-Company accounts, Law of Carriage –  
Introduction –Fundamentals of English Law –Arbitration –The Contract –Remedies for breach of Contract –  
TORT-Contracts Relating to the carriage of goods by sea –Liner Bill of Lading –the Hague visby Rules –  
Hamburg rules –Agency-Breach of Warranty of Authority –Protection & Indemnity Associations

**Text Books:**

1.Introduction to Shipping, Institute Of Chartered Shipbrokers, Witherby Seamanship International Ltd, 2nd  
Revised edition, 2009.

2.JacobKamm, SeanConnaughton, Gustaf Erikson, Robert Moran, Sir George Renwick,-  
Shipping Biography Introduction: 1st Baronet, Llc Book, 1994.

**Reference Book:**

1. Lambert M Surhone, Miriam T. Timpledon, Susan F. Marseken (2010) VdmVerlagDr.Mueller Ag & Co  
Ka.
2. Introduction to Shipping (2016), Cheong KweeThiam (Author), 2<sup>nd</sup> Edition, LexisNexis Emerging  
Issues Analysis CLE

**18BUS191**

**On-site learning at Logistics and Shipping Industries**

**1 Credit**

The students will have to visit organizations in Logistics and Shipping Industry to learn what is happening in  
the real world. This is meant for acquiring hands-on exposure on the concepts they are studying during  
their course of study. Each students is required to submit a report of the visit depicting the knowledge  
they acquired on the basis of which evaluation will be done.

**18BUS201**

**Supply Chain Management**

**3 0 0 3**

Objectives: To understand the basic concepts of supply chain management form raw materials supply to  
finished good delivery to the end users; to learn the re-engineering of existing logistics networks.

**Unit I** SCM: Definition – Objectives – Evolution – Importance -Issues involved in developing SCM  
Framework-Types. SCM activities - Constituents - Organisation.

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

**Unit III** Purchasing and Supply Management: Introduction-importance, Objectives. Purchasing process; purchasing & other functions-Purchasing and integrated logistics interfaces-Types of purchases-Purchasing partnerships-Materials sourcing-JIT purchasing.

**Unit IV** Outsourcing in SCM: Meaning -Need-Outsourcing risks-outsourcing process -outsourcing in SCM-New opportunities in SCM outsourcing-Myths of SCM outsourcing.

**Unit V** Performance Measurement in SCM: Meaning-Advantages of performance measures-The benefits of performance measurement-Measuring SCM: Supplier performance measurement-Parameters for selecting suppliers.

#### **REFERENCE BOOKS**

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

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

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

Donald Waters : Logistics. Palgrave Macmillan, New York, 2004 Krishnaveni Muthiah : Logistics Management & World Sea borne Trade, Himalaya Publishing House, Mumbai, 1999

Sarika Kulkarni : Supply Chain Management, Tata Mc- Ashok Sharma Graw Hill Publishing Co Ltd., New Delhi, 2004

#### **Text book:**

Chopra Sunil and Peter Meindl (2001), Supply Chain Management: Strategy, planning and operation, Prentice Hall, Englewood cliffs, New Jersey.

**18BUS202**

**ORGANISATIONAL BEHAVIOUR**

**3 0 0 3**

***Objectives:** To understand the foundations of individual behaviour, to understand the main components of attitudes, job satisfaction parameters, personality and values, interpersonal skills, and leadership skills to understand the role, demands of the role, leadership skills required, and motivational/development efforts needed to increase role efficacy and the effectiveness of the individual.*

#### **Unit 1 Introduction to Organizational Behaviour**

Meaning – Definition – Importance of Organizational Behaviour – Scope - Process - Importance of process.

#### **Unit 2 The Individual**

Individual Behaviour, psychological foundations of individual behavior, perception, factors affecting perception, attribution theory, learning, learning process, motivation.

#### **Unit 3 Interpersonal Behaviour**

Interpersonal Relations in organization, interpersonal communication, transactional analysis, life position analysis, Games analysis.

#### **Unit 4 Group Process**

Group Behaviour, Group formation, group cohesiveness, conflict management.

#### **Unit 5 Organisational Change and Development**

Role of individual in organizational culture, climate and change, organizational effectiveness.

**Skill Development Activities:**

- *Characteristics of attitude as a component of successful organization – A brief discussion and prepare a report of it*
- *List the determinants of personality*
- *Factors influencing perceptions – Group discussion and preparation of a report on it*
- *List the characteristics of various leadership styles.*

**TEXT BOOKS:**

1. *Organizational Behavior - Robbins and Judge, Prentice Hall, India.*
2. *Understanding Organizational Behavior - Udai Pareek, Oxford University Press.*

**REFERENCE TEXTS:**

1. *Organizational Behavior - Human Behavior at Work, John W. Newstrom, McGraw Hill Companies.*
2. *Organizational Behavior - Uma Sekaran*

**18BUS203****INTRODUCTION TO MARKETING MANAGEMENT****3 0 0 3**

**Objectives:** *The course of marketing will be appreciated through the fundamentals of marketing. Primarily the concept of formulating STP strategies being the one of the major elements of the marketing mix with emphasis to product gives the basis to marketing.*

**Unit 1 Fundamental concept of marketing**

Market- meaning, definition, features, classification of markets. marketing- introduction, definition of marketing, evolution of marketing concept (marketing philosophy), objective of marketing, features, market and marketing , marketing and selling, Importance of marketing, modern marketing, features, marketing functions (Scope), Marketing management, task of marketing management/ marketing manager. Marketing mix - meaning, definition, elements of marketing mix. Marketing environment - the marketing process - marketing strategy

**Unit 2 Market Segmentation, targeting and positioning**

Segmentation-meaning, definition, benefits, patterns of segmentation, methods of segmentation (bases). Targeting - meaning, strategies, benefits. Positioning - meaning, benefits, techniques of product positioning.

**Unit 4 Marketing Research**

Meaning, definition, objectives, benefits, scope, types, MR process, methods of data collection- observation, experimental, survey etc., marketing information system- meaning, need and importance of marketing information system, Marketing information system and marketing research, marketing intelligence.

**Unit 5 Product Management**

Product: Meaning, definition, classification, product hierarchy, product policies- product planning and development, product line, product mix, product standardization, branding, positioning, packaging, branding, brand loyalty, brand equity, brand rejuvenation, labeling, product life cycle- strategies in different phases , stages in new product development, marketing myopia.

**Skill Development Activities:**

- *Identify the product of your choice and list out all details of the product in terms of the manufacturer, expiry date etc.*
- *Describe the above product and its stages of Product Life Cycle*
- *Suggest strategies for development of a product of your choice*
- *Study the Purchase Behaviour for a product of your choice in a Super Market*
- *Develop an Advertisement copy for a product.*
- *Prepare a chart for distribution network for a manufactured product*
- *Case study analysis and group discussion in the class rooms.*

**TEXT BOOKS:**

1. *Principles of Marketing - Armstrong/ Philip Kotlar*
2. *Marketing Management - Philip Kotlar*

**REFERENCE BOOKS:**

1. *Marketing Management - Sherlaker*
2. *Marketing Management - Kotler, Keller, Koshy*

**18BUS205**

**OPERATIONS MANAGEMENT**

**3 0 0 3**

**Objective:**

Unit I

Introduction: Meaning, Nature and Scope of Production and Operation Management. Objectives of Operations Management. Duties and Responsibilities of Operations Management. Production Function. Systems approach to Operations Management. Manufacturing system: Mass, Batch, Job-Shop and Project.

Unit II

Plant Location: Nature, Factors considered in location, Methods and Type of areas. Plant Layout: Objective of good layout, Factors influencing layout and Types of layout. Material Handling Equipment: Importance, Objective, Principles, Factors affecting selection equipment and types of handling equipment.

Unit III

Work Study: Method study and work measurement - Importance, Objectives, Application areas, Steps in method study and Techniques of work measurement. Production Planning and Control: Role and Scope of PPC in Operations Management, Factors influencing Production planning and benefits of production control – Aggregate Planning – MPS – MRP – Bill of Material – determining lot size – Capacity planning and Scheduling.

Unit IV

Inventory Management: Factors influencing and Objectives of inventory management. Techniques of inventory management. Quality Control and Materials Management .

UNIT V

Project Management: Meaning, phases – framework – work breakdown structure – organizational breakdown structure and cost of breakdown structure – Network representation of a project – PERT – CPM.

**Text Books:**

**Objectives:** *To familiarize the student with modern trends in the management of an organisation's key resource i.e people; to give the student the give a working knowledge of key elements and functions of human resource management; to enable the student to understand the links between best practice in human resource management and the overall achievement of the firms strategic objectives.*

### **Unit 1 Introduction to HRM**

Meaning – definition – nature – function – importance - challenges. Trends in HR: globalization – technology – demographics - workplace culture - meaning and its effects - strategic dimensions - role of HRM in strategy formulation and execution.

### **Unit 2 Recruitment and Performance Appraisal**

Recruitment & Selection, Training & development, Performance management and appraisal, Job analysis  
Job analysis - forecasting personnel requirements. Recruitment function - Internal and external sources of recruitment - selection process.

Training – Meaning – Definition - process and methods. Performance appraisal: need – steps - performance management – meaning – need - defining - work standard and goals - realistic appraisal - supervisor's role - common appraisal problems and how to avoid them.

### **Unit 3 Compensation management & employee relations and security**

Establishing strategic pay plans - competency based pay: reasons - pros & cons and results - pay for performance - .financial incentives - benefits & services. Employee relations and security – ethics - justice and fair treatment - disciplinary action - labour relations - collective bargaining - employee safety and health.

### **Unit 4 Managing careers**

Career developments: role of employee and employer - career management and employee commitment - planning and handling promotion – transfer – retirement.

### **Unit 5 Introduction to Labour and Industrial Laws**

Meaning, objectives of - Employees PF Act 1952 - ESI Act 1948 - Factories Act 1948 - Industrial Disputes Act 1947 - Maternity Benefits Act 1961 - Minimum Wages Act 1948 - Payment of Bonus Act 1965 - Trade Union Act 1926 - Payment of Gratuity Act 1972 - Payment of Wages Act 1936 - Workmen's Compensation Act 1923.

### **Skill Development Activities:**

- *Prepare a Chart showing the objectives of HRM and a briefly explain the need for each function*
- *Prepare an advertisement for recruitment/ selection of candidates for any organization of your choice.*
- *Give observation report of industrial safety practices followed by any organization of your choice*
- *Develop a format for performance appraisal of an employee.*
- *Choose any MNC and present your observations on training programme*

### **TEXT BOOKS:**

1. *Gary Dessler - Human Resource Management*

2. V S P Rao – Human resource Management

**REFERENCE BOOKS:**

1. A Framework For Human Resource Management - ISBN-8177587803
2. Human Resource Management – B Subrao

**18BUS213**

**INTRODUCTION TO RESEARCH METHODS**

**3 0 0 3**

**Objectives:** To equip the students with the required knowledge about the ethical issues related to research, to conduct a simple research, to analyze the data with the help of statistical tools and to derive conclusions.

**Unit 1**

Research – Meaning – Objectives – Types of Research – Fundamental, Applied, Descriptive, Analytical, Conceptual, Empirical, Qualitative and Quantitative – Significance of Research.

**Unit 2**

Research Process – Formulating the Research Problem - Literature survey – Hypotheses - Research Design – Sample Design – Collection of data – Execution of the project - Analysis of Data – Testing of Hypothesis – Interpretation and preparation of reports.

**Unit 3**

Defining the Research problem – Meaning Necessity of defining the problem – Literature review – Reviewing concepts and theories – Review of previous research findings – process of formulating the research problem.

**Unit 4**

Hypotheses – Meaning – Need – types – Sampling design – methods of sampling - Research Design – Essentials of Research Design – Need for Research Designing – Classification of Research Design.

**Unit 5**

Preparation of Research Report – Meaning of Research Report – Types of Report – Steps in Preparing Research Report – Format of the Report.

**Skill Development Activities:**

- To do a survey on any relevant topic using questionnaire and present the research
- Pretest the questionnaire with any sample data in your college
- Prepare a chart showing the application of statistical analysis in a corporate
- Analyze the chronological order of a good report prepared in your college

**TEXT BOOKS:**

1. R Panneerselvam – Research Methodology – Prentice Hall India.
2. M C Kothari - Research Methodology

**REFERENCE BOOK:**

1. R Krishanswami and M Ranganathan - Research Methodology for Social Sciences – Himalaya Publishing House

**18BUS217**

**Warehousing and Inventory Management**

**3 0 0 3**



**Unit-1** Introduction to warehousing: Concepts –Decision making –Operations –Need for warehousing – issues affecting warehousing –various warehousing facilities –different types of ware houses – characteristics of ideal ware houses.

**Unit-2** Introduction to inventory management –role in supply chain –role in competitive strategy: Role of inventory –functions of inventory –types of inventory –WIP inventory –finished goods inventory –MRO inventories –cost of inventories –need to hold inventory.

**Unit-3** Warehouse management systems–the necessity of WMS –Logics of determining locations and sequences –independent demand systems –uncertainties in material management systems –dependent demand systems –distribution resource planning.

**Unit-4** ABC Inventory control –managing inventories by ABC –multi –echelon inventory systems  
Managing inventory in multi echelon networks –managing inventory in single echelon networks. Various approaches –distribution approaches –the true multi echelon approach.

**Unit-5** The principles and performance measures of material handling systems –Vehicle travel path(time) – Handling time –vehicle utilization –number of loads completed –congestion –Effective performance systems –Fundamentals of various types of material handling systems –automated storage and retrieval systems Bar coding technology and applications RFID technology.

**Text Book:**

1. Management Guide to Efficient Money Saving Warehousing, Stephen Frey, Gower, 1982.

**Reference Books:**

1.J P Saxena, Warehouse Management and Inventory Control-Vikas Publication House Pvt Ltd, First Edition,2003.

2.Warehouse Management: Automation And Organisation Of Warehouse and Order Picking Systems [With CDROM], Michael Ten Hompel, Thorsten Schmidt, Springer-verlag, First Edition, 2006.

**18BUS218**

**Logistics Information System**

**3 0 0 3**

Objectives: To understand the general concepts of logistics information to better analyse the distribution channels, starting from producers to customers. To apply the global trends in logistics information such as the information systems application is provided.

**Unit I** Logistics Information-Meaning & Need Forms: LIS-Definition-Information functionality - Activities involved in transaction system-Principles of designing or evaluating LIS applications.

**Unit II** LIS Architecture: Components: Two forms of activities; Planning & co-ordination flows & operating flows - Flow and use of integrated logistics information.

**Unit III** Information forecasting: Definition-Process- components-characteristics. Information Approaches-forecast techniques-Forecast error.

**Unit IV** Information Technology & Logistics: Electronic Data Interchange-Personal Computers-Artificial Intelligence-Expert System- Bar coding & scanning. Electronic Data Interchange standards of Communication, Information, Future directions.

**Unit V** Information Technology for supply chain management: Bull whip effect-IT in supply chain-Business Process Reengineering-ERP and EDI problem; Impact of Internet on SCM.

#### **REFERENCE BOOKS**

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

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

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

Donald Waters : Logistics. Palgrave Macmillan, New York, 2004

Krishnaveni Muthiah : Logistics Management & World Sea borne Trade, Himalaya Publishing House, Mumbai, 1999

Sarika Kulkarni : Supply Chain Management, Tata Mc- Ashok Sharma Graw Hill Publishing Co Ltd., New Delhi, 2004

#### **TEXTBOOKS**

Martin Christopher, Logistics and Supply Chain Management, Prentice-Hall, 1998

**18BUS291**

**MINI PROJECT**

**3 Credits**

It is meant to understand the practical aspects that are happening in the real world of supply chain and logistics industry. The students will have to do an assignment on a topic related with their area of study and evaluation will be done on the basis of a Mini Project Report submitted by each student.

**18BUS301**

**PRINCIPLES OF INTERNATIONAL BUSINESS**

**3 0 0 3**

**Objectives:** *To introduce students to the contemporary issues in International Business that illustrates the unique challenges faced by managers in the international business environment; understand the conceptual underpinnings of Multinational Enterprises (MNE's), the environment to which they operate, and the management challenges posed by the environment; to understand the laws and institutions, and the regulatory environment governing international trade, to learn the basics of international financial management, in particular foreign exchange exposure, management to learn about the effect of cultural differences on the environment of international business; to understand the ethical and social responsibilities of MNE's.*

**Unit 1** Conceptual Underpinnings, Environment and Challenges

International business: Meaning, Significance, Process of evolution of international business and its development (brief only), Globalization and international business the ways they affect each other. Difference between international business and domestic business, Factors for growth in international business, Reasons for growth in International business. Types of international organizations. Collaborative arrangements – licensing, franchising, management contracts, turnkey operations, joint ventures, equality alliance, strategic alliance, multinational enterprise: impact of each type on domestic firms.

**Unit 2** Modes of Operations in International Business and the Economic Environments facing businesses. Factors influencing the choice of a particular mode of International business. Various forms of contractual entry mode and challenges In choosing a particular mode. Importance of economic environments, Elements of the economic environment and its impact: Inflation, Unemployment, Income distribution, Gross Domestic Product, Gross National Income, Balance of Payments and Balance of Trade.

**Unit 3** Laws, Regulation and Institutional Framework Brief only: Global trading environment, Trade In commodities, Commodity agreements OPEC, Trade blocs, Bilateral and Multilateral Trade laws, GATT and WTO, UNCTAD, Regional Trading Agreements and NAFTA, ASEAN, TRIPS, TRIMS, National Regulation of International Business: Free Trade versus Trade protection, Forms of trade regulation, Regulation of FDI in India, Problems and prospects for Indian business.

**Unit 4** Foreign Exchange Exposure and Foreign Trade, Meaning and an elementary understanding only. Foreign exchange, Foreign exchange market, Exchange rate, Traditional Foreign exchange Instruments: Spot transactions, Forward transactions; Derivatives Options, Currency swaps, Futures contracts. Export and Import: Meaning, Merits and demerits, characteristics, types, strategic advantages to an economy. Export Documentation: Objectives, Letter of Credit, Draft, Bill of Lading, Additional Documents

**Unit 5** Cultural Environments facing business, Ethical and social Responsibilities of MNEs Nature of assumptions, Major causes of cultural difference and change, Behavioural factors influencing countries' business practices, Process of Cross-cultural adjustment, Impact of cultural differences on Communication, Negotiation & Decision Making, Management of Cultural Diversity and General cultural guidelines for companies that operate internationally. Concepts, Principles, Ethical issues: Sustainability, Global warming and Kyoto Protocol, Labour Issues

**Skill Development Activities:**

- List out any 10 Joint Ventures of India
- Conduct a group discussion on impact of unemployment on GDP and prepare a report on it
- Organize a debate on Regulation of FDI in India
- List out traditional foreign exchange instruments
- Prepare a report on Social Responsibility of a MNE

**TEXT BOOK:**

1. Vyuptakesh Sharan, *International Business Concept, Environment and Strategy*, Pearson Education

**REFERENCE BOOKS:**

1. Francis Cherunilam, *International Business, Text and Cases*, Himalaya Publishing Company
2. Rathod, *Export Management*
3. O S Srivastava – *International Business*, Kalyani Publishers

**18BUS302**

**BUSINESS ETHICS AND CORPORATE SOCIAL RESPONSIBILITY**

**3 0 0 3**

**Objectives:** The primary objective is to help students understand the relevance of ethics in their personal as well as professional life.

**Unit 1 Business ethics - An overview**

Ethics: nature – objective - business ethics: nature – need – relationship between ethics and business - stages of ethical consciousness.

## **Unit 2 Ethics in business in Indian perspective**

Importance of ethical behaviour in personal and professional life - law of karma – meaning - how it operates.

## **Unit 3 The ethical organization and its corporate code**

The ethical organization - an overview – characteristics - corporate moral excellence – stakeholders' corporate governance. Definition of corporate code - development of corporate code – implementation.

**Unit 4 Corporate Social responsibility & Environment ethics** Environmental issues in India – greening - greening initiatives - stakeholders - Internal stakeholders – employee – shareholders – management - External stakeholders – consumers – suppliers – creditors – competitors - community.

## **Unit 5 Ethical Dilemmas - workplace, functional areas & ethical issues in global business**

Dilemmas at work - ethical dilemmas: power - authority and trust – secrecy - confidentiality and loyalty - resolving dilemmas manager - employee. Ethical issues in: marketing – operations – purchase - human resource – finance - accounting and other functions. Multinational organization - reasons Company go global - ethical issues – political sales & marketing – advertising – technology - economics activities - regulatory actions in acquisitions of global business & social obligation.

### ***Skill Development Activities:***

- *Make a survey of local political influence on Business.*
- *Make report on the recent ethical issues.*
- *Make an environment impact assessment for an upcoming project in your local area.*
- *Prepare a report based on CSR activities of one of the companies near your locality.*
- *Presentation on preparing Corporate Code of different companies*
- *Case studies on how CSR is being carried out in different companies*

### **TEXT BOOK:**

1. *Hartman & Chatterjee, Perspectives in Business Ethics*

### **REFERENCE BOOKS:**

- 1 *John R Boatright, Ethics and the conduct of business*
- 2 *Illustrations and supporting articles from business journals*

## **18BUS304**

## **Retail Logistics**

**3 0 0 3**

**Unit 1** Logistics Framework: Concept, Objective and Scope, Transportation, Warehousing, Inventory Management, Packing and Unitization, Control and Communication.

**Unit II** Role of Information Technology in Logistics, Logistics Service Firms and Third Party Logistics.

**Unit III** Retail Logistics Network Design for Global Operations: Global Logistics Network Configuration, Orienting International Facilities, Considerations and Framework, Trade-offs Associated with each Approach, Mapping the Different Approaches, Capacity Expansion Issues, Information Management for Global Logistics, The Global LIS/LITS, Capabilities and Limitations, Characteristics of Logistics Information and Telecommunications Systems.

**Unit IV** Performance Measurement and Evaluation in Global Logistics: Operations and Logistics Control, Key Activities Performance Information, Measuring Performance in Functional Integration, Measuring Performance in Sectorial Integration.

**Unit V** Organizational Structure for Global Logistics excellence, The Organizational Implications of Sectorial Logistics Co-Operation, The International Factor in Global Organizations.

**SUGGESTED READINGS:**

1. Rushton, A., Oxley, J & Croucher, P (2nd Edition, 2000). Handbook of Logistics and Distribution Management. Kogan Page.
2. Simchi-Levi, David, Kaminsky, Philip, and Simchi-Levi, Edith. (2nd Edition, 2004). Designing and Managing the Supply Chain: Concepts, Strategies and Case Studies. Irwin/McGraw Hill.

**18BUS305**

**TAXATION – LAW AND PRACTICE**

**3 1 0 4**

**Objective:** To familiarize the students with the basic principles and practices of Income Tax.

**Unit 1**

Income Tax Act – History – Important Definitions – Assessee - Assessment year - Previous year - Person – Income - Agricultural Income – Gross Total Income – Total Income - Casual income.

**Unit 2**

Residential Status of Individual – HUF – Firm – Company - Scope of Total Income based on the residential status of Individuals.

**Unit 3**

Exemptions from Total Income.

**Unit 4**

Deductions from Gross total income - 80C - 80CCC - 80CCD - 80CCF - 80D - 80DD - 80DDB - 80E - 80G - 80GG - 80GGA - 80GGC - 80QQB - 80RRB - 80TTA - 80U.

**Unit 5**

Computation of Total Income and Calculation of Tax Liability of Individual assessee only, Concepts of TDS, GST and Advance Tax

**TEXT BOOKS:**

1. Dr. H C Mehrotra, Dr S P Goyal - Income Tax Law and Practice, Sahitya Bhawan Publications.
2. T N Manoharan - Income Tax, VAT & Service Tax: Snow White Publication.

**REFERENCE BOOKS:**

1. Dr Bhagavathi Prasad - Direct Taxes Law & Practice – Wishwa Prakashan, New Delhi.
2. Dr Vinod K Singhania – Students Guide to Income Tax, Taxmann Publications Pvt Ltd, New Delhi.

**18BUS311**

**ENTREPRENEURSHIP DEVELOPMENT**

**2 1 0 3**

**Objectives:** To provide the students an opportunity to relate the concepts to real life business and acquire the knowledge to become successful entrepreneur.

### **Unit 1**

Entrepreneurship – Definition – Characteristics - Reasons for Growth of Entrepreneurship in a Country - Functions of An Entrepreneur - Types of Entrepreneurs - Entrepreneurship Success and Failure (with reference to India and the World) - Need to Train Entrepreneurs - Phases For Entrepreneurial Development - Role of Entrepreneurs In The Economic Development of a Country.

### **Unit 2**

New Business Idea - Meaning and Applicability - Sources of Business Idea - Business Idea Evaluation – Preference of Location - Geographical and Community Preferences and others - Business Plan - Uses - Kinds - Process of Writing A Business Plan - New Product Development and Business Incubation.

### **Unit 3**

Starting up of a Business – Project Identification and formulation – Assessment of feasibility – Legal considerations – Basic Start up Problems - Challenges of Buying a Business - Process of Buying – Institutional Assistance to an Entrepreneur – Policy Support to an Entrepreneur.

### **Unit 4**

Financing of Business – Characteristics of Business Finance – Sources of Business Finance – Debt – Equity Considerations – Profit Planning and Budgeting (Theoretical Aspects Only).

### **Unit 5**

Need For Women Empowerment In our Country - Prospects and Problems of Women Entrepreneurs – Solutions - Some Success. Stories of Women Entrepreneurs, Indian Women Entrepreneurs - Self Help Group - Meaning and Usefulness - Rural Entrepreneurship: Meaning and Need - Opportunities In Various Sectors – Problems and Prospects.

### **Skill Development Activities:**

- *Collect information on the factors that have helped to start an enterprise by any two successful personality*
- *Prepare the flow chart with the determinants that have helped to establish an organization in your locality.*
- *Success stories of Entrepreneurs in the region to be discussed*

### **TEXT BOOKS:**

1. *Entrepreneurship: Rajeev Roy, Oxford University Press*
2. *Entrepreneurial Development: Vasant Desai*

### **REFERENCE BOOKS:**

- 1 *Entrepreneurial Development: Bhanucholi*
- 2 *Entrepreneurship Development: Dr. K. G. C. Nair*

**18BUS313**

**INTRODUCTION TO STRATEGIC MANAGEMENT**

**3 1 0 4**

**Objectives:** To appreciate the complexities of managing a formal organisation; to help develop analytical skills for identifying key strategic issues and formulating appropriate strategies given a firms situation.

### **Unit 1 Strategic Concepts**

Meaning, definition – role – scope – importance - stages- key terms - strategic model – benefits - need for strategic planning -pitfalls of strategic planning - guidelines for effective strategic management – Strategic Business Units - vision and mission – meaning – need – importance – process – characteristics – components - vision vs mission - writing and evaluating good vision and mission statements.

### **Unit 2 Internal Assessment and External Assessment**

Key internal forces - management audit - basic functions or activities that make up the different functional areas of business.

Key external forces - sources of external information - Porters five forces model of competition - cooperative vs competitive strategies.

### **Unit 3 Strategies for Managing Business**

Types of strategies – integration – intensive – defensive - diversification. Strategies for competing in turbulent - high velocity market - means for achieving strategies – joint venture - merger/acquisition - first mover advantages - outsourcing.

### **Unit 4 Strategy Analysis**

Three stage strategy formulation - SWOT matrix - SPACE matrix - BCG matrix - value chain analysis.

### **Unit 5 Implementation Strategies, Strategies Review and Evaluation**

Meaning - Strategy formulation vs strategy implementation - matching structure with strategy - creating strategy supportive culture - challenges in strategy implementation.

#### ***Skill Development Activities:***

- *Present a chart showing Strategic Management Process.*
- *Select any organization and undertake SWOT analysis, SPACE matrix and BCG matrix*
- *Present strategy followed by an FMCG company in Indian Market.*
- *Select any sector and make competitive analysis using Porter?s five forces model.*
- *List social responsibility action initiated by any one company.*
- *Select any organization and identify the Key Result Areas*

#### **TEXT BOOK:**

1. *Fred R David, Strategic Management Concepts and Cases*

#### **REFERENCE BOOKS:**

- 1 *V S P Rao And V Hari Krishna, Strategic Management Text And Cases*
- 2 *Amita Mital, Cases in Strategic Management*
- 3 *John A Pearce li and Richard B Robinson Jr., Strategic Management: Formulation, Implementation and Control.*
- 4 *Upendra Kachru, Strategic Management Concepts and Cases.*

### **18BUS317**

### **Air Cargo Logistics Management**

**3 0 0 3**

**Unit – I** Introduction to Air Cargo:Aviation and airline terminology – IATA areas – Country – currency – Airlines – Aircraft layout – different types of aircraft - aircraft manufacturers – ULD – International air routes – airports – codes – consortium – hub & spoke – process flow.

**Unit – II** Introduction to Airline Industry: History – Regulatory bodies – Navigation systems – Air

Transport system – functions – customers – standardization - management – airside – terminal area – landside operations – civil aviation – safety and security – aircraft operator’s security program – security v/s facilitation – ICAO security manual – training and awareness – rescue and fire fighting – issues and challenges – industry regulations – future of the industry.

**Unit – III** Airline marketing and customer service standardization in logistics – airfreight exports and imports – sales and marketing – understanding marketing, environment, marketing research, strategies and planning, audits, segmentation, SWOT, marketing management control, consignee controlled cargo – sales leads – routing instructions – customer service, future trends.

**Unit – IV** Air Freight Forwarding: Air freight exports and imports – special cargoes – consolidation – documentation – Air Way Bill (AWB) – communication – handling COD shipments – POD – conditions of contract – dangerous (DGR) or hazardous goods.

**Unit – V** Advices - Booking – SLI – Labeling – Volume/Weight ratio – shipment planning – TACT – Air cargo rates and charges – cargo operations – customer clearance.

**Books for Reference:**

1. Simon Taylor, Air transport logistics, Hampton
2. Paul Jackson and William Brackenridge, Air cargo distributions: A management analysis of its economic and marketing benefits, Grower Press.
3. Peter S. Smith, Air Freight: operations, marketing and economics, Faber.

**Text books**

Reaching for the sky by Oliver Press Ecommerce : An Indian perspective, 2nd Ed. PT Joseph, SJ

**18BUS331**

**FINANCIAL SERVICES AND MARKETS**

**3 0 0 3**

***Objectives:** Financial markets have been increasingly influenced in recent times by financial innovations in terms of products and instruments, adoption of modern technologies, opening up of the market to the global economy, stream lining of regulatory frame works and so on. Keep this in mind, the aim of this course is to make the students aware of the ever changing scenario of financial markets and services.*

**Unit 1**

An overview of the Financial Services and Markets - Financial Services - Financial Markets - Financial Sector in the pre- and Post- Liberalization Periods.

**Unit 2**

Factoring and forfeiting: The concept of Factoring and Forfeiting - Export Factoring - Forfeiting - RBI and Forfeiting.

**Unit 3**

Securitization and Credit Rating: The concept of Securitization - Credit Enhancement Securitization in India - Legal Framework. The concept of Credit Rating - Rating Framework - Credit Rating Agencies in India - CRISIL, CIBIL etc. Credit Rating Agencies and SEBI.

**Unit 4**



Mutual Fund: The concept of Mutual Fund - Mutual Fund in India - The Structure of a Mutual Fund Types of Mutual Fund - Analyzing the Mutual Fund - Regulations Regarding Mutual Funds.

## Unit 5

Money Market and Capital Market: Money Market - Evolution of Money Market in India - Post-Liberalization Period - Treasury Bill. Call Money Market – Inter Bank Call Market in India – collateralized Borrowing and Lending Obligation – Repurchase option (Repos) Market: The Concept – The Types of Repo Arrangements – Reforms in the Repo Market.

Capital Market – Commercial Papers – Developments in Commercial Papers Market – Certificate of deposits (CD) – IPO, FPO.

### **Skill Development Activities:**

- *Collection of Share certificate/ debenture certificate.*
- *Collect any specimen of new Financial Instruments and record the same.*
- *Select any Mutual Fund and examine the various closed and open-ended schemes offered.*
- *Visit any Housing Finance Companies and analyze the features of various financing schemes offered*
- *Visit a Stock Broking Office and collect new issue application form and fill it,*
- *Ask the students to prepare a diagram showing the working of a Stock Exchange,*
- *Collect an advertising copy of the mutual fund scheme and paste it,*
- *List the various types of Credit Cards issued by financial service sector, and*
- *Prepare a list of various Mutual Fund Schemes and classify them under Open-ended and Close-ended Scheme*

### **TEXT BOOKS:**

1. *Shashi. K. Gupta – Financial Services, kalyani Publishers.*
2. *Machiraju. H. R – Indian Financial System, Vikas Publication.*

### **REFERENCES:**

1. *Rajesh Kothari – Financial Services in India, Sage Publications*
2. *Tripathy – Financial Services, Prentice Hall of India.*

**18BUS334**

**Total Quality Management**

**3 0 0 3**

## **UNIT - 1 : INTRODUCTION**

Definition of Quality, Dimensions of Quality, Quality Planning, Quality costs - Analysis Techniques for Quality Costs, Basic concepts of Total Quality Management, Historical Review, Principles of TQM, Leadership - Concepts, Role of Senior Management, Quality Council, Quality Statements, Strategic Planning, Deming Philosophy, Barriers to TQM Implementation.

## **UNIT - 2 : TQM PRINCIPLES**

Customer satisfaction - Customer Perception of Quality, Customer Complaints, Service Quality, Customer Retention, Employee Involvement - Motivation, Empowerment, Teams, Recognition and Reward, Performance Appraisal, Benefits, Continuous Process Improvement - Juran Trilogy, PDCA Cycle, 5S, Kaizen, Supplier Partnership - Partnering, sourcing, Supplier Selection, Supplier Rating, Relationship Development, Performance Measures - Basic Concepts, Strategy, Performance Measure.

## **UNIT - 3 : STATISTICAL PROCESS CONTROL (SPC)**

The seven tools of quality, Statistical Fundamentals - Measures of central Tendency and Dispersion, Population and Sample, Normal Curve, Control Charts for variables and attributes, Process capability, Concept of six sigma, New seven Management tools.

#### **UNIT - 4 : TQM TOOLS**

Benchmarking - Reasons to Benchmark, Benchmarking Process, Quality Function Deployment (QFD) - House of Quality, QFD Process, Benefits, Taguchi Quality Loss Function, Total Productive Maintenance (TPM) - Concept, Improvement Needs, FMEA - Stages of FMEA.

#### **UNIT - 5 : QUALITY SYSTEMS**

Need for ISO 9000 and Other Quality Systems, ISO 9000:2000 Quality System - Elements, Implementation of Quality System, Documentation, Quality Auditing, TS 16949, ISO 14000 - Concept, Requirements and Benefits.

#### **TEXT BOOKS**

1. Dale H.Besterfield, et al., Total Quality Management, Pearson Education, Inc. 2003. (Indian reprint 2004). ISBN 81-297-0260-6.

#### **REFERENCES**

1. James R.Evans& William M.Lindsay, The Management and Control of Quality, (5th Edition), South-Western (Thomson Learning), 2002 (ISBN 0-324-06680-5).
2. Feigenbaum.A.V. "Total Quality Management, McGraw Hill, 1991.

**18BUS352**

**CUSTOMER RELATIONSHIP MANAGEMENT**

**3 0 0 3**

**Objectives:** *On successful completion of the course the students should have: Understood Relationship Marketing Learnt Sales Force Automation Learnt Database Marketing.*

#### **Unit 1: Introduction to relationship marketing**

Overview of Relationship marketing – Meaning and Definition, Basis of building relationship – Types of relationship marketing, Customer information Database – Customer Profile Analysis - Customer perception, customer life cycle.

#### **Unit 2: Understanding CRM**

CRM – Meaning and Definition, Overview and evolution of the concept – CRM and Relationship marketing, Transactional Vs Relationship Approach, CRM as a strategic marketing tool – CRM significance to the stakeholders

#### **Unit 3: CRM Structures**

Elements of CRM – CRM Process – Strategies for Customer acquisition – Retention and Prevention of defection – Models of CRM – CRM road map for business applications.

#### **Unit 4: CRM Planning and Implementation**

Strategic CRM planning process – Implementation issues – CRM Tools- Analytical CRM – Operational CRM – Call center management – Role of CRM Managers.

### **Unit 5: Trends in CRM**

e- CRM Solutions – Data Warehousing – Data mining for CRM – an introduction to CRM software packages, Database Marketing – Prospect database

#### **REFERENCE BOOKS:**

1. S. Shajahan – *Relationship Marketing – Mc Graw Hill, 1997*
2. Paul Green Berg – *CRM – Tata Mc Graw Hill, 2002*
3. Philip Kotler, *Marketing Management, Prentice Hall, 2005*
4. Saroj Kumar and Supriya Singh – *Customer Relationship Management, Thakur Publishers Chennai*
5. Barry Berman and Joel R Evans – *Retail Management – A Strategic Approach- Prentice Hall of India, Tenth Edition, 2006.*

**18BUS353**

**WEB-BASED MARKETING**

**3 0 0 3**

**Objectives:** *The digital marketing landscape has changed more rapidly by the adoption of mobile and social media to engage customers in dynamic, multiparty conversations. It has revolutionized how marketers operate, and the skills they need to be successful. The course is designed to introduce students to the world of multi-channel marketing, and provide them with the advanced technical skills and marketing savvy they need to identify, engage, and develop relationships with customers in a digital environment.*

#### **Unit 1**

Search Engine Optimization (SEO) - Introduction to Online Search. Understanding Google Page Rank. Introduction to Search Engine Optimization Keyword Search and Optimization. Useful Tools for SEO. The Past, Present and Future of SEO.

#### **Unit 2**

Getting Started with Google Adwords. Creating Ads in Google Adwords. Creating and Managing Your First Ad Campaign. Adwords Reporting and Account Performance Reports.

#### **Unit 3**

Social Media Marketing (SMM) - Beginners Guide to the World of SMM. Why Social Media? Getting Started with Social Media. Building Relationship with Social Media. Building Relationship via Facebook. Building Relationship via Twitter. Building Relationship via LinkedIn. Marketing through You tube. Handling Positive and Negative Comments.

#### **Unit 4**

Web Analytics - Web Analytics and Intelligence Tools. Introduction to Google Analytics. Goals and Actionable Insight. Data Management. Social Media Analytics. Social Media Analytics. Social Media Goals and KPI's. Tools for Social Media Analytics.

#### **Unit 5**

Online Reputation Management - What is Rom? Need and benefits of ORM. Case Studies. Getting Started with ORM. Building it Right and Tools Required.

#### **TEXTBOOKS:**

1. *Understanding Digital Marketing: Marketing Strategies for Engaging the Digital Generation Mar 2012*  
by Calvin Jones, Damian Ryan

**REFERENCE BOOKS:**

1. *Digital Marketing for Everyone: Connect With Your Customers, Grow Your Business & Demystify Social Media – Import, 19 Dec 2012* by Eric Morrow, Shannon Chirone
2. *The Best Digital Marketing Campaigns in the World: Mastering The Art of Customer Engagement Paperback – 3 Jun 2011* by Calvin Jones, Damian Ryan

**18BUS354**

**PRINCIPLES OF EXPORT MANAGEMENT**

**3 0 0 3**

**Objective:** *The objective of this course is to familiarize the students with the essentials of export management to equip them to be independent export entrepreneurs or employed in export houses of the country. The emphasis obviously is the Indian context.*

**Unit 1 Introduction**

Concept of foreign trade – Trade and development: Foreign trade as an engine of growth. Exporting: Meaning and importance to a growing economy – Growth of world trade. Trends in India's export trade since independence: Value, Composition and direction of India's export trade - Direction of India's export trade, India's share in world trade, Reasons for India's poor share in world trade - Export of services. Export promotion measures. Functions of an export manager.

**Unit 2 Starting an Export Business**

Steps involved: Organising, Naming the concern, Trade name and Logo – Form of organisation: Proprietorship, Partnership or Joint stock company – Categories of exporters – Location – Letterhead – Business card – Recruitment of personnel – Opening bank account - Getting permanent income tax number – Effective business correspondence – Export decisions: Product/s, Market/ countries/regions - Identifying prospective foreign buyers – Channels of distribution – Negotiating with prospective buyers – Processing an export order – Entering into export contract – Export pricing and contract. Importer – Exporter Code Number (IEC number). Registration with Export Promotion Councils (EPCs) – Sales tax and central excise registration.

**Unit 3 Export Strategy and Export Marketing**

Marketing strategies: Issues involved – Steps in exporting – Export marketing plan: Need, steps involved: setting of marketing objectives, market segmentation, market research, product characteristics, export pricing, distribution channels, promotion and budget and time schedule. Analysing the company's strengths and weaknesses: Assessing the past performance, assessing its competitors, find export opportunities, deciding on exports marketing objectives, and preparing action plans to achieve the objectives.

**Unit 4 Export Finance**

Export finance needs – Terms of payment: Payment by documentary credit, Advance payment, Cash against documents (CAD), Documents on Acceptance (DA) Consignment bills – Packing credit/ pre-shipment credit and its formalities – Post-shipment finance: Short, medium and long term.

**Unit 5 Institutional Agencies in India**

EXIM policy of Government of India - Export-Import Bank of India (EXIM Bank), ECGC – FIEO – Export Promotion Councils and Boards – Directorate General of Commercial Intelligence and Statistics, Kolkata - RBI and export financing.

**TEXT BOOKS:**

1. T. A. S. Balagopal: *Export Management*, Himalaya Publishing House
2. D. C. Kapoor: *Export Management*, Vikas Publishing House Pvt Ltd

**REFERENCES:**

1. Dominick Salvatore: *International Economics*, John Wiley & Sons.
2. Todaro, Michael P and Smith Stephen C: *Economic Development*, Pearson Education Asia.

**Websites:** [www.eximbankindia.in](http://www.eximbankindia.in); [www.ecgcindia.in](http://www.ecgcindia.in); [www.fieo.org](http://www.fieo.org); [www.dgciskol.nic.in](http://www.dgciskol.nic.in); [www.rbi.org.in](http://www.rbi.org.in)

**18BUS355**

**TRAVEL AND TOURISM MANAGEMENT**

**3 0 0 3**

**Objectives:** To create a basic knowledge on the genesis, growth and development of tourism; to have an understanding of various national and international tourism organizations: to define the term "tourist" and measurement of tourism phenomenon.

**Unit 1 Growth and Development of Tourism**

Tourism as an ancient phenomenon - pleasure travel - religion as a motivator - industrial Revolution and development of tourism - effects of Great World Wars on transport system - advent of jet and high speed trains - causes of rapid growth - meaning, nature and components of tourism - basic travel motivations.

**Unit 2 Organisation of Tourism**

Need for organization - factors influencing types of organization - the national tourist organization - tourist organisation in India - International organization of tourism - International Union on Official Travel Organisation (IUOTO) - World Tourism Organisation (WTO) - Pacific Area Travel Association (PATA) - International Air Transport Association (IATA) - American Society of Travel Agents (ASTA).

**Unit 3 Measurement of Tourism**

Need for measuring tourism phenomenon - methods of measurement - importance of tourist statistics - types of tourist statistics - definition of the terms tourist, domestic tourism and international tourism - tourism planning and development - planning for tourism - assessment of tourist demand and supply - basic infrastructure - financial planning - human resources planning - tourism marketing - environmental and regional planning.

**Unit 4 Tourism and Economic Development**

Economic and social significance of tourism - economic benefits - multiplier effect - infrastructure development - regional development - employment opportunities - cultural tourism - international understanding.

**Unit 5 Role of travel agencies in tourism**

Thomas Cook and organisation of travel - introduction of railway and air travel - travel agency - tour operator - need for legislation - travel agencies in India - Travel Agents' Association of India (TAAI).

**Skill Development Activities:**

- List any five natural tourist spots and identify the special features,
- History and scope for making them revenue generating sources.

- Prepare a tour plan to organize a tour for your family/ students' tour.
- List the travel agencies and tour operators in your area/ taluk/ district.
- List the package tours organized by travel agencies.
- Prepare a chart showing the organization structure of a travel agency

**TEXT BOOKS:**

1. Vara V V Prasad - *Travel and Tourism Management*. Excel Books
2. Ghosh, Biswanath - *Tourism and Travel Management*, Vikas Publishing House

**REFERENCE BOOKS:**

1. Douglas Foster - *Travel and Tourism Management*, Pa/grave Macmillan
2. B. S. Badan, Harish Bhatt - *Travel Agencies and Tourism Management*, Commonwealth Publishers

**18BUS356**

**E-COMMERCE AND ERP**

**3 0 0 3**

**Objective:** To provide the students the basic concepts of e-Commerce and enterprise resource planning

**Unit 1**

Introduction to E- commerce: Meaning and concept – E- commerce v/s Traditional Commerce- E- Business & E- Commerce – types of e-business, History of E- Commerce – EDI – Importance, features & benefits of E- Commerce – Impacts, Challenges & Limitations of E- Commerce, internet and its effects in business – strategy, structure and process, Road map of e-commerce in India, Influencing factors of successful E- Commerce.

**Unit 2**

Business models of E – Commerce: Business to Business – Business to customers– customers to customers - Business to Government – Business to employee, Electronic Payment system: Introduction – Online payment systems – prepaid and postpaid payment systems – e- cash, e- cheque, Smart Card, Credit card, Debit Card, internet banking, mobile banking, Electronic purse –Legal and ethical issues in E- Commerce: Security issues in E- Commerce, Regulatory frame work of E- commerce.

**Unit 3**

Enterprise – An overview, ERP introduction, Business function and business process, Basic concepts of ERP, ERP myths, history of ERP, Risks and benefits of ERP.

**Unit 4**

ERP related technologies, BPR, data warehousing, data mining, online analytical process, product life cycle, , CRM, OLAP, GIS, BA, BI, PLM, Intranets and Extranets.

**Unit 5**

ERP functional modules: Functional modules of ERP, ERP implementation Life cycle, objectives of ERP implementation, Phases of ERP implementation, why do many ERP implementation fail, ERP project teams- composition and organization, consultants and vendors.

**TEXT BOOKS:**

1. Leonard Jessup, Joseph Valacich, "Information System Today, Managing the Digital World" 3rd edition, PHI
2. Alexis Leon - *Enterprise resource Planning*, TMH

**18BUS357**

**Shipping Finance and Marine Insurance**

**3 0 0 3**

### **Unit-1**

Overview of the Shipping Industry -Importance of the Sector -Participants in the Shipping Business (Redefining Agency Cost) -Shipping Cycles and their Drivers Ship (Asset) Valuation -Models of Ship Valuation: Case Study -Probability of Default: Case Study -(Basel II &Basel III criteria)

### **Unit-2**

Sources of Ship Finance-Equity (IPO's):Case Study -Debt Financing and the Bond Markets: Case Study -KG Funds-KS Funds: Case Study -Islamic Finance: Case Study -Debt/Equity Structure Decision of a Shipping Company -Corporate Governance in Shipping: Discussion of Empirical Results -Corporate Social Responsibility: Discussion of Empirical Results

### **Unit-3**

International Marine Insurance Market-Credit System-Lloyds-P&I Clubs-Salvage Association. Marine Insurance Act 1906-Principle of Insurable Interest-Cargo Interests-Hull Interests-Contracts on Sale. Principles Involved in Marine Insurance-Representation &Misrepresentation-Warranties-Time and Voyage Insurances-Change of Voyage- Particular Average-Total Loss-Marine Insurance Policy-Forms of Policy.

### **Unit-4**

Measure of Indemnity-Partial Loss of Ship-Freight-Goods-Sue and Labour Charges-Salvage and Salvage Charges-Subrogation-Letter of Subrogation. General Average-Contributory Values-Average Disbursements-Applications to Insurance.

### **Unit-5**

Cargo Insurance-Long Term Cargo Contracts-Floating Policy-Open Cover-Cancellation Clause-Certificate of Insurance. Cargo Clauses-Transit Clause-Change of Voyage Clause-General Average Clause. Time Clauses-Principal Insuring Conditions-Additional Clauses.

### **Text Books:**

1. *Marine insurance By Institute of chartered ship brokers*
2. *Marine insurance clauses by Hudson.*
3. *MarineCrago insurance by DuntJhon.*

### **Reference Books**

1. *Reference book of marine insurance by Whither by Publishers UK*
2. *Collected papers on marine claims by GoodAcre .J.K.*

**18BUS358**

**Product and Brand Management**

**3 0 0 3**

### **Purpose of the course**

The purpose of the Product and Brand Management class gives a fundamental understanding of how to build, measure, and manage a brand. Course activities include readings, discussions of the readings and cases that will allow students to apply the theories and strategies learned as well as the opportunity to work on a brand project.

### **Course description**

As products, pricing and distribution increasingly become commodities, the new competitive arena is brand value, which creates long-term profitable brand relationships. Building brand equity involves managing brands within the context of other brands, as well as managing brands over multiple categories, over time, and across multiple market segments.

### **Objectives**

- *To help the students appreciate the relationship between Corporate Strategy and Product and Brand Management.*
- *To equip the students with the various dimensions of product management such as Product-line decisions, product platform and product life cycle.*
- *To provide a framework to understand the new product development process, the organizational structures for new product development and product management functions within an organization.*
- *To explore the various issues related to Brand Management and to enhance the understanding and appreciation of this important intangible strategic asset including brand associations, brand identity, brand architecture, leveraging brand assets, brand portfolio management etc.*
- *To develop familiarity and competence with the strategies and tactics involved in building, leveraging and defending strong brands in different sectors.*

## **Topics**

### **Unit 1:**

Product Management, An Introduction, Corporate Strategy and Product Policy, Product line Decisions.

### **Unit 2:**

Product Life Cycle and Marketing Strategies, New Product Development and the Techniques of Idea Generation and Screening, Concept Development and Testing, Test Marketing, Launching and Tracking New Product Programmes, Organizing for New Products.

### **Unit 3:**

Introduction to Brand Management and Crafting of Brand Elements, Consumer Brand Knowledge, Brand Identity, Personality and Brand Associations.

### **Unit 4:**

Brand Extensions, Private-Label Branding "Rise of Private-Label Products, Managing Brands Across Time, Managing Brands Across Time, Managing Brands Across Cultures, Managing Brands Across Cultures, Executing the Brand Online.

### **Unit 5:**

Managing Brand Architecture and Brand Portfolios, Corporate Branding and Tools for Building Brand Equity, Leveraging Brand Equity, Measurement of Brand Equity, Branding Ethics, Ethical Branding & Corporate Reputation.

## **Reading Material and Other references:**

1. Tapan K. Panda, Product and Brand Management First Edition, Publisher: Oxford University Press, ISBN: 9780199460496, 0199460493, Edition: First, 2016.
2. Chitale A. K. and Gupta ravi, Publisher: PHI Learning Pvt. Ltd., ISBN: 9788120352605, 8120352602, Edition: 3, 2016.
3. Kirti Dutta, Brand Management : Principles and Practices, Publisher: Oxford University Press, USA, ISBN: 9780198069867, 0198069863, Edition: 2012.

**18BUS359**

**Shipping Management**

**3 0 0 3**

**Course Objective:** To make the students understand the commercial, operational and technical components of ship management.

### **Unit-I: Functions of Shipping**

Ship: Types of ships-Principal dimensions-Ship's tonnages (GT, NT, DWT)-Cargo carrying capacity. Ship owners, operators and managers: Ship manager-Structure of ship owning and management organizations-Ship's personal-Agents.



## **Unit-II: Ship Registration, Classification and Insurance**

Registration-Types of registries-Flag-Classification-Port State Control-Inspections-Surveys-Conditions of survey and inspections-Other surveys. Insurance: Hull and machinery insurance-General average-Salvage-Third party recoveries-Claims and handling-Protection and indemnity.

## **Unit-III: Operations and Voyage Estimation**

Cost and accounting: Ship management cost function-Budget preparation- Account processing and reporting. Operations: Voyage planning-Hires and freight -Commissions-Commercial operations. Voyage Estimation: Length of the voyage- Commencing the voyage estimates-tankers-Time charter-Practical calculations- Voyage estimates. Bunkering.

## **Unit-IV: Cargo and Geographic Factors**

Dry cargoes-Non-bulk dry cargoes-Stowage factors-Dangerous cargo and IMDG Code-Bills of lading and cargo claims-Liquid cargoes-Tank cleaning-Petroleum products-Chemicals-Liquid gas carriers-Ullage, dead freight and slack tanks- Geography and metrology-Routing services-Load lines.

## **Unit-V: Crew Management and Ship Manager's Legal Relations**

Crew management: Recruitment, training and placement of officers and crew on board-Marine crew travel-Compliance of ISPS code-Knowledge management on board and on shore. Ship manager's legal relations: Management contracts- Legal problems-Arrest in Rem-Freezing orders-Freight and hire payments- Dealing with Port Agents and Chartering Brokers.

### **Text Book**

1. ICS .2011/12,Ship Operations and Management. London, UK.

### **Reference Books**

1. JOHN. W. DICKE. 2014, Reeds 21st Century Ship Management. Bloomsbury Publishing, U.K.
2. LUNY.H.V., LAI K.-H., CHENG T.C.E. CHENG. 2010, Shipping and Logistics Management." Springer, U.K.
3. PROSHANTO K.MUKHERJEE, MARK BROWNRIGG (2013), Farthing on International Shipping, 4th edition, Springer.

### **Websites**

1. [www.consulting.xerox.com/case-studies/...shipping-co/ enus.html](http://www.consulting.xerox.com/case-studies/...shipping-co/ enus.html)(International Shipping Company Case Study)
2. [www.sugarcrm.com/industry/shipping-and-transport/case-study](http://www.sugarcrm.com/industry/shipping-and-transport/case-study) (CRM Shipping and Transport Case Studies)
3. <http://businesscasestudies.co.uk> (Shipping Sector-Case Studies)
4. [www.tcs.com](http://www.tcs.com) › Home › Resources › Case Studies (TCS Resources: Case Study Leading Indian Shipping)
5. <http://www.sbaglobal.com> (SBA Global Logistics Services-Case Studies)
6. [www.ellenmacarthurfoundation.org/case\\_studies/Maersk](http://www.ellenmacarthurfoundation.org/case_studies/Maersk) (Maersk Line-Case Studies)
7. <http://www.imo.org/en/KnowledgeCentre/Pages/Default.aspx>(Maritime Knowledge Centre-International Maritime University)

## **18BUS391**

### **MINOR PROJECT**

**3 Credit**

Minor project is basically meant to understand the practical aspects of concepts learned during all the semesters in the real life scenario. The project would impart practical exposure to all the students in the Industry. The students will be doing projects relating to the different business practices as chosen by them. They have to publish the outcome of the minor project in reputed national / international journals.

## **18BUS399**

### **PROJECT**

**6 Credit**

It is oriented towards developing the skills, knowledge and attitudes needed to make an effective start as a member of the Management profession. Every student will have to do a assigned project work on a

particular topic relevant to the area of their study. The final project evaluation will be done at the end of the semester on the basis of the dissertation submitted by the student duly signed by the project supervisor.

**18COM103**

**FINANCIAL ACCOUNTING**

**3 1 0 4**

**Objectives:** *To provide basic knowledge of the framework of financial accounting to the extent it is useful for managers*

### **Unit 1**

Meaning of Book-Keeping – Definition of Accounting - Difference between Book-Keeping and Accounting – Accounting cycle – Objectives of Accounting – Merits of Accounting – Uses of Accounting information – Functions of Accounting – Limitations of Accounting – Branches of Accounting – Management Accounting - Cost Accounting – Basic Concepts and Conventions of Accounting.

### **Unit 2**

Basics principles of Double Entry System – Meaning of an Account – Types of Account – Rules of Debit and Credit – Journalizing – Subsidiary Books – Purchases Book – Purchases Returns Book – Sales Book – Sales Returns Book – Cash Book – Petty Cash Book – Bills Receivable Book – Bills Payable Book – Journal Proper – Ledger Posting.

### **Unit 3**

Trial Balance – Meaning – Preparation of Trial Balance – Adjustments – Objects of Adjusting Entries – Important Adjustments – Depreciation – Outstanding Expenses – Prepaid Expenses – Provision for Bad and Doubtful Debts – Closing Stock – Drawing both in cash and goods – Earned income – Unearned Income – Goods sent on Sale or Return basis – Goods lost by fire – Interest on Capital and Drawings - Preparation of Final Accounts (Sole Trader only)

### **Unit 4**

Depreciation – Meaning – Definition – Accounting Treatment of Depreciation – Methods of Depreciation – Fixed Instalment Method – Diminishing Balance Method - Annuity Method – Depreciation Fund Method.

### **Unit 5**

Consignment Account – Meaning of Consignment – Parties in Consignment – Types of Commission - Valuation of Closing Stock – Cost Price and Invoice Price Method - Accounting Entries in the Books of Consigner and Consignee.

#### ***Skill Development Activities:***

- *Accounting Concept - Illustration on Dual Aspect Concept,*
- *Correcting a wrong trial balance,*
- *Correcting a wrong Trading, and Profit and Loss Account,*
- *Correcting a wrong Balance Sheet.*
- *Collection of Joint Venture Agreement and brief analysis,*
- *Preparation of Joint Bank Account with imaginary figures,*
- *Preparation of Proforma Invoice and Account Sales*
- *Preparing a Bank Reconciliation Statement with imaginary figures*

#### **TEXT BOOKS:**

1. *Financial Accounting – S P Jain Vol. I - Kalyani Publishers*
2. *Advanced Accounting – K L Narang - Vol. I - Kalyani Publishers*
3. *Advanced Accounting – S N Maheshwari Vol. I - Vikas Publishers*

**REFERENCES:**

1. *Advanced Accounting – Shukla and Grewal Vol. I - Sultan Chand and sons*
2. *Advanced Accounting – R L Gupta and Radhaswamy Vol. I - Sultan Chand and sons*

**18COM207**

**COST AND MANAGEMENT ACCOUNTING**

**3 1 0 4**

**Objectives:** *To understand the basic concepts and processes used to determine product cost; to gain knowledge of preparation of budgets, standard costs and variance statements; to gain the skills required for cost ascertainment and decision making.*

**Unit 1**

Cost, Costing - Cost Accounting - Cost Accountancy - Objectives – Advantages and Disadvantages - Distinction between Cost Accounting, Financial Accounting and Management Accounting - Methods of Costing, Cost Classification – Cost Center and Cost Unit - Preparation of Cost Sheet - Estimated Cost Sheet

**Unit 2**

Materials: Meaning - Direct and Indirect - Purchase Procedure - Centralized and Decentralized Purchasing - Stock Levels (Problems on Stock Levels) - Issue of Materials - Pricing of Issues (LIFO, FIFO.)

Labor: Meaning – Types - Time-Keeping and Time Booking - Methods of Wage Payment (Piece Rate and Time Rate), Incentive Systems (Problems on Halsey and Rowan) – Overtime - Idle Time - Labour Turnover - Meaning – Causes.

**Unit 3**

Overheads: Meaning – Classification - Allocation, Apportionment and Absorption of Overheads - Primary Distribution of Overheads and Secondary Distribution Summary - Calculation of Machine Hour Rate.

Operating Costing: Transport costing - Calculation of Cost Per Km. - Cost Per Passenger Km. - Cost Per Tonne Km. Contract Costing: Recording of Cost-Profit on Incomplete Contracts - Notional Profit and Calculation of profit on the basis of Estimated Profit.

**Unit 4**

Budgeting and Budgetary Control: Meaning – Importance - Types of Budgets - Problems on Flexible Budget and Sales Budget.

Marginal Costing: Meaning - Importance – Assumptions - Problems on - Break Even Point – Profit /Volume ratio - Margin of Safety

**Unit 5**

Standard Costing: Meaning – Importance - Difference between Standard Costing and Budgetary Control Variance – Meaning - Importance – Problems on Material and Labor Variances.

Process Costing: Preparation of Process Accounts - Normal Loss - Abnormal Loss - Abnormal Gain.

Reconciliation between Cost Profit and Financial Profit.

**Skill Development Activities:**

- *Classification of costs incurred in the making of a product.*
- *Identification of elements of cost in services sector*
- *Cost estimation for the making of a proposed product with imaginary figures*
- *Collect a draft documents relative to Labour*
- *Collection and Classification of overheads in an organization*
- *Prepare a stores ledger with imaginary figures of transaction under FIFO and LIFO method*
- *Prepare a flexible budget with imaginary figures*
- *Prepare a sales budget with imaginary figures*

**TEXTBOOKS:**

1. *S. P. Jain and K. L. Narang - Cost Accounting, Principles and Practice, Kalyani Publishers.*
2. *Khanna Pandye and Ahuja – Cost Accounting*

**REFERENCES:**

1. *B. M. Lall Nigam and I. C. Jain - Cost Accounting Principles & Practice.*
2. *Horngren Foster and Datar - Cost Accounting.*
3. *S N Maheshwari - Cost Accounting*

**18COM390**

**LIVE-IN-LAB.**

**3 Credit**

This initiative is to provide opportunities for students to get involved in coming up with solutions for societal problems. The students shall visit villages or rural sites during the vacations (after second semester or fourth semester) and if they identify a worthwhile project, they shall register for a 3-credit Live-in-Lab project, in the fifth semester. The objectives and projected outcome of the project should be reviewed and approved by the Dept. Chairperson and a faculty assigned as the project guide. On completion of the project, the student shall submit a detailed project report. The report shall be evaluated and the students shall appear for a viva-voce test on the project.

**18CSA185 BUSINESS AND MIS LAB. 0 0 3 1**

**Unit 1 MS Word Exercises**

1. Open a new document and set page size to A4, margins to left (2 cm), right (2cm), top (2.5m), bottom (2.5cm)

a. Type the following text:

Through Her extra ordinary acts of love and self sacrifice, Amma has endeared Herself to millions. Tenderly caressing everyone who comes to Her, holding them close to Her heart in a loving embrace, Amma shares Her boundless love with all. Be they young or old, sick or poor everyone who comes to Her receives the same unconditional love.

Amma's compassion has given rise to a vast network of charitable and spiritual activities, which is drawing attention through out the world. At the root of these services lies Amma's teaching that the divine exists in everything-in every person, plant and animal. Perceiving this unity is the essence of spirituality and the means by which to end all suffering. It is through this simple, yet powerful message that Amma is transforming our world, one embrace at a time.

b. Make the document error free using Spelling and Grammar

c. Replace the word 'compassion' using Thesaurus utility.

d. Practice Cut, Copy and Paste.

e. Apply Page Borders, Paragraph Borders and shade the paragraphs.

- f. Give appropriate heading in the Header and Page number, date in the Footer.
  - g. Apply paragraph settings to the document.
  - h. Format the text and apply bullets and numbering using menu.
  - i. Insert a picture in the document (use OLE feature)
  - j. Change one paragraph of the document into newspaper layout.
  - k. Practice tab settings.
2. Insert a table containing 6 rows and 7 columns: Headings – Student No, name, Mark1, Mark2, Mark3, Total, and Average.
- a. Enter the details of 5 students.
  - b. Calculate Total & Average using ‘Formula’ option.
  - c. Sort the details of students in the order of Average.
3. Generate 10 copies of interview letters to candidates from different states informing the place and time of interview. (Mail Merge)

## **Unit 2 MS Excel for data analysis exercises**

1. Open a new work book and enter the details:  
Employee No Name Basic Pay DA HRA PF Net Pay  
E001 Anu 6000  
E002 Anju 8000  
E003 Pavan 4500  
E004 Jyothy 7600  
E005 Manu 6500  
Calculate DA as 7.5% of Basic Pay, HRA as 5% of Basic Pay PF as 6% of Basic Pay and Net Pay = Basic Pay + DA + HRA – PF.
2. Create a series using AutoFill handle.
3. Save the workbook & give suitable title in the Header and date in the Footer, Preview the file.
4. Create a name for a range of cells in the work sheet.
5. Practice Rows, columns, Cells and work sheet format options.
6. Clear the formats of 5 the row.
7. Delete the last sheet of the workbook
8. Make a copy of the first sheet and rename it.
9. Practice paste special options.

## **Spread Sheet Application – MS Excel**

1. Find the Sum of Net Pay using function.
2. Write a function to find the count of employees in G20 cell.
3. Insert comments in different cells and practice hyperlinks.
4. Create your own style for worksheets.
5. Create a database having the headings Roll No, Name, Mark1, Mark2, Mark3 and Total. Before entering data give validation rules:
  - a. For roll no – Enter numbers between 1 and 50
  - b. For name – Enter names that have text length between 3 and 15.
  - c. For marks – Enter marks between 0 and 99
6. Insert records and Sort the records.
7. Create a chart for the above details.
8. Create a pie chart for the student with highest mark.
9. Practice Auto Filter and advanced Filter.

## **Unit 3 MS Power-point for business presentation and Communications**

1. Open a new Presentation and insert a new slide.
2. Apply appropriate slide transition to it.
3. Insert a number 4 more slides and set up the show for all.
4. Text and Word art into slides and apply custom animations.

5. Format the text and word art in the slides and apply design templates to slides.
6. Hyper link the slides (use text for link).
7. Use action buttons for hyperlink.
8. Create a PowerPoint presentation that contains News Headlines for a TV channel.
9. Create a presentation with minimum 5 slides regarding the programmes on Annual Day celebrations.
10. Create a presentation with minimum 5 slides regarding various products offered by a particular company.

#### **Unit 4 Multimedia tools for Communication**

1. Introduction to Image Editing tools for Communication.
2. Image size and resolution - Acquiring images from cameras and scanners - Creating, opening, and importing images - Placing files - High dynamic range images
3. Adjusting crop, rotation, and canvas - Retouching and repairing images - Correcting image distortion and noise - Adjusting image sharpness and blur - Transforming objects - Liquify filter - Vanishing Point - Create panoramic images
4. Creating type - Editing text - Formatting characters - Fonts - Line and character spacing - Scaling and rotating type - Formatting paragraphs - Creating type effects
5. Saving images - Saving PDF files - Saving and exporting files in other formats - File formats
6. Working with web graphics - Slicing web pages - Modifying slices - Slice output options - Creating web photo galleries - Optimizing images - Web graphics optimization options - Output settings for web graphics
7. Video and animation in Photoshop - Creating images for video - Interpreting video footage -
8. Editing video and animation layers - Creating frame animations - Creating timeline animations - Preview video and animations - Save and export video and animations

#### **Unit 5 Multimedia tools for business**

1. Resizing and editing image for business presentation.
2. Create advertisement, brochure, email newsletter, website, gif advertisements regarding various products offered by a particular company.
3. Create advertisement, brochure, email newsletter, website, gif advertisements regarding various courses offered by any college.

#### **TEXTBOOKS:**

1. Alexis Leon & Mathews Leon: *Fundamentals of Information Technology*, Vikas Publishing
2. Photoshop® CS3 Layers Bible by Matt Doyle (Author), Simon Meek (Author)

#### **REFERENCE BOOKS:**

1. Microsoft Office 2000 Complete, BPB publications
2. Dennis P. Curtin, Kim Foley, Kunal Sen, Cathleen Morin : *Information Technology The Breaking Wave*, TATA McGraw-Hill Edition

**18CSA287**

**ACCOUNTING PACKAGES – TALLY LAB**

**0 0 3 1**

#### **Unit 1**

Getting started with Tally – Company information – Features and configuration.

#### **Unit 2**

Tally accounting - Chart of accounts – Ledgers – vouchers – financial and trading vouchers - advanced voucher entry.

### **Unit 3**

Tally inventory – inventory vouchers – purchase and sales orders – invoicing – bill of materials – price list.

### **Unit 4**

Display and reporting – reporting and printing – bank reconciliation – budgeting – cash and funds flow.

### **Unit 5**

Application of taxes – TDS – Goods and Service Tax (GST). Expert features – security controls – tally audit – export and import of data – splitting financial years.

#### **TEXTBOOKS:**

1. Tally complete reference material
2. Nadhani – Tally ERP 9 Training Guide – BPB Publication

#### **REFERENCE BOOKS:**

1. Tally for everyone – Roopa, Add to Cart Publishing
2. Kogent Learning Solutions – Tally ERP 9 in Simple Steps, Dreamtech Publication
3. Dinesh Maidasani – Mastering Tally ERP 9, Firewall Media

**18ECO101**

**BUSINESS ECONOMICS**

**2 1 0 3**

**Objective:** *The objective is to help the student to understand the various economic parameters that interact with each other so that an economy may function effectively and efficiently. The main focus is on making the various theoretical concepts clear and intelligible to a student.*

**Unit 1** Introduction to Economics: The problems of wants, scarcity and choice - Difference between microeconomics and macroeconomics. Importance and limitations of Microeconomics and Macroeconomics. Production possibilities curve. Basic problems of Economics: What to Produce, How to Produce, For Whom to Produce, Level of Resource Use and Flexibility. Economic systems – Capitalism – Command Economy – Mixed Economy – Emerging Economy. Economics and business.

**Unit 2** Macroeconomics: National income analysis: Meaning, Concepts and Measurement, Problems in measurement - Concept of full employment – Types of unemployment. Inflation: Meaning, Types and control of inflation: Monetary and Fiscal policies. Business cycles: Meaning and Phases.

**Unit 3** Demand and Supply Analysis: Concept of demand - Demand schedule and demand curve – Change in demand and change in quantity demanded – Law of demand: Basis for its operation and factors influencing demand. Elasticity of demand: Types and measurement. Supply: Concept, Supply schedule and supply curve – Change in supply and change in quantity supplied – Law of supply. Factors influencing supply. Equilibrium.

**Unit 4** Production, Cost and Revenue Analysis: Meaning of production – Production function – The Law of Variable Proportions or the Law of Diminishing Marginal Returns – Returns to scale – Cost and production: Various concepts of cost - Revenue function: Total, Average and Marginal revenue – Profit maximisation: TR-TC and MR-MC approaches. Economies of scale.

**Unit 5** Theory of Markets: Meaning and types of markets – Main features of Competitive, Monopoly, Monopolistic and Oligopoly markets. Price discrimination: Meaning and Types.

**Skill Development Activities:**

- An illustration on calculation of Incremental Cost and Incremental Revenue, Determination of Fixed and Variable Cost, Determination of Average Cost, Marginal Cost and Total Cost
- Diagrammatic presentation of Price and Output Determination in different Market situations,
- Construction of Average Revenue and Marginal Revenue under Imperfect Market, and Fixation of Price under Target Pricing based on Rate of Return Method

**TEXT BOOKS:**

1. John B. Taylor and Rithika Gugnani - Principles of Economics
2. Samuelson and Nordhaus - Micro Economics
3. Samuelson and Nordhaus - Economics

**REFERENCES BOOKS:**

1. Macro-Economics - Theory and application, G. S. Gupta.
2. Craig Petersen, W. Chris, Managerial Economics.

**18LAW111****BUSINESS LAWS****2 1 0 3**

**Objective:** The objective is to provide basic principles of general contracts and other special contracts like Bailment/ Pledge/ Indemnity and Guarantee/ and Agency.

**Unit 1**

Introduction to Business Law – Definition – Meaning - Scope of Business Law - Need to study law - Introduction to legal systems - Sources of law - The Civil and the Criminal law.

**Unit 2**

The Indian Contract Act 1872 - Essentials of a valid Contract - Classification of contracts – Offer - Meaning – Definition - Types - Acceptance – Meaning – Definition – Consideration - Meaning - Definition and Essentials - Exceptions to the rule 'No Consideration No Contract'. Doctrine of privity of contract,

**Unit 3**

Capacity of parties - Contract with a Minor – Effect - Free Consent – Coercion - Undue influence – Fraud – Misrepresentation – Mistake - Quasi contract - Legality of Object - Performance of contract - Termination of contract - Breach of a contract and Remedies.

**Unit 4**

Indemnity - Meaning – Definition - Rights of Indemnifier – Rights of Indemnified. Guarantee – Meaning - Definition – Parties to Contract of Guarantee and their Rights and Duties. Distinction between Indemnity and Guarantee - Kinds of Guarantee - Discharge of Surety. Bailment and Pledge – Definition - Essential elements - difference between Pledge and Bailment - Rights and Duties of Bailor and Bailee - Pawner and Pawnee.

**Unit 5**

The Contract of Agency - Definition of Agent and Principal – Essentials - Kinds of agents - Rights and Duties of an agent and Principal - Creation of agency and Termination of agency.

Cyber Law, importance, major categories of cybercrimes, introduction to IT Act, Authorities, Enforcement powers, offences and penalties.



**Skill Development Activities:**

- Prepare a chart showing sources of business law
- Draft an agreement on behalf of an MNC to purchase raw materials indicating therein terms and conditions and all the essentials of a valid contract.
- Draft an Indemnity Bond with imaginary contents
- Presentations of real case studies
- Prepare a chart showing different kinds of Agencies

**TEXT BOOKS:**

1. Legal aspects of Business - Akileswar Pathak
2. Business Law for Management - Saravanavel and Sumitha
3. Company Law & Secretarial Practice G.K. Kapoor
4. Labour Law - Ajay Garg

**REFERENCE:**

1. Business Laws – Bhagavathi and Pillai

**18LAW201**

**INDIAN CONSTITUTION**

**2002**

**Objective:** The preliminary objective is to ensure that every student has some knowledge about Indian Constitution.

**Unit 1**

Meaning and Importance of Constitution, Preamble and Salient Features of the Constitution.

**Unit 2**

Fundamental Rights, Right to Equality, Right to Freedom, Right against exploitation, Right to freedom of religion, Cultural and Educational Rights, Right to Constitutional Remedies and Duties, Directive Principles of State Policy.

**Unit 3**

Union Government – Lok Sabha and Rajya Sabha Composition, Powers and functions: The President, The Prime Minister and Supreme Court: Role Position and Powers/ functions.

**Unit 4**

State Government - Legislative Assembly and Legislative Council: Composition, Powers and functions: The Governor, Chief Minister and High Court: Role, Position and Powers/ functions.

**Unit 5**

Local self-Government, Panchayat Raj System in India; Election Commission; Public Service Commissions. - Role, powers and function

**Skill Development Activities:**

- Court Visit & Report Presentation
- Group discussion (Fundamental rights and duties)

**REFERENCES:**

1. Introduction to The constitution of India – M V Pylee, Vikas publishing house Pvt LTD
2. Introduction to The constitution of India – Dr. Durga das Basu, 19th edition Reprint 2007

**Unit-1** Basic Principles of English Law: Types of Law-Sources of Law-Maritime Conventions Act 1911-Arbitration-Basic Principles of Contract Law; Formation of Contract-Promissory Estoppel-Privity of Contract-Exclusion Clauses-Remedies for Breach of Contract-Remoteness of Damage.

**Unit-2** Basic Principles of Tort-Duty of Care-Breach of Duty of Care-Policy Considerations-Misrepresentation-Remedies in Tort-Vicarious Liability. Main Principles of Law relating to Agency; Agency Relationship-Ratification-Rights and Duties imposed between Agent and Principal-Termination of Agency Relationship-Shipbrokers and their Commission.

**Unit-3** Law Relating to Carriage of Goods by Sea-Private and Common Carriers-Non Vessel Operating Carriers-Transit-Contracts of Affreightment, Charterparties, Voyage-Time-Demise-Implied Terms in Charterparties-Standard Charterparty Forms.

**Unit-4** Charter Parties-Freight-Liens-Laytime-Port and Berth Charterparties-General Average. Bills of Lading-Functions of B/L-Types of B/L-Mate's Receipt.

**Unit-5** Carriage of Goods by Sea Act-Applications of Hague-Visby Rules-Hamburg Rules. Carriage of Goods by Sea Act-Assignment of Contract of Carriage.

**Text Books:**

1. Legal principles in shipping business by Institute of chartered ship brokers.
2. Maritime law desk book by Charles M .Davis

**Reference Books:**

1. Maritime law journal –Articles by Capt.A.K.bansal( faculty Indian institute of Logistics)
2. Admiralty and maritime law by Robert Force.
3. Maritime law by Christopher Hill.

**18MAT102 BASIC CONCEPTS OF MATHEMATICS 2 1 0 3**

*Objectives: To provide basic understanding of mathematical concepts and fundamentals to enable the student to familiarize himself with the use of mathematics that would be useful in business and financial analysis*

**Unit 1 Fundamentals**

Concepts of Variables – Constants – Equations – Types of Equations - LCM – HCF - Sets – Set Operations – Venn Diagram – Relations and Their Properties – Functions – Definition – One-To-One Function – Onto Functions – Into Functions – Many To One Functions – Composition Of Functions – Quadratic Functions.

**Unit 2 Matrices and Determinants**

Basic Concepts – Scalar – Definition of A Matrix – Types of Matrices – Algebra of Matrices - Matrix Addition – Scalar Multiplication – Matrix Multiplication – Rank of A Matrix – Determinants – Properties of Determinants – Calculation of The Values of Determinants Up To Third Order – Ad Joint of A Matrix – Finding The Inverse of A Matrix Through Ad Joint – Business Applications of Matrix Algebra.

### **Unit 3 Basic Algebra**

Ratio – Definition – Continued Ratio – Inverse Ratio – Proportion – Continued Proportion – Direct Proportion – Inverse Proportion – Variation – Inverse Variation – Progression – Arithmetic Progression – Geometric Progression – Harmonic Progression.

### **Unit 4 Basic Calculus**

Variables – Constants – Limits of Algebraic Functions – Simple Differentiation of Algebraic Functions – Meaning of Derivatives – Evaluation of First and Second Order Derivatives – Maxima and Minima – Application To Business Problems.

### **Unit 5 Permutations and Combinations**

Permutation - Definition - Meaning of Permutation – Applicability – Problems On Permutations – Combination - Definition - Meaning of Combination – Applicability – Problems on Combination – Solving Business Problems using Permutations and Combinations.

#### ***Skill Development Activities:***

- *Construct a probability problem with imaginary data and draw a Venn Diagram*
- *List out the properties of determinants*
- *Collect financial derivatives and analyze the data*
- *Select tender data of any organization and compare the data using permutations and combinations*

#### **TEXTBOOKS:**

*P. R. Vittal, Business Mathematics and Statistics, Margham Publications*

*V. K Kapoor, Business Mathematics, Sultan Chand and Sons*

#### **REFERENCE:**

*Steven J Wilson Johnson, County Community College, Course Business Math: Using Percents,*

## **18MAT120 BUSINESS STATISTICS 3 1 0 4**

***Objectives:*** *To understand the fundamental concepts of statistics and its application in business.*

### **Unit 1 Data Representations and Analysis**

Meaning and Scope of Business Statistics – Real Life Applications of Business Statistics – What are Data and Information – Primary and Secondary Data – Methods of Collection of Data (Both Primary and Secondary) – Classification of Data – Purpose and Advantages of Classifications - Tabulation of Data – Presentation of Data by Diagrams – Bar Diagrams (Simple Bar Diagram – Grouped Bar Diagram - Component Bar Diagram – Percentage Sub-Divided Bar Diagram) – Pie Diagrams.

### **Unit 2 Measures of Central Tendency and Dispersion**

Meaning of Central Tendency – Types – Calculation of Arithmetic Mean for Grouped and Ungrouped Data – Calculation of Median for Grouped and Ungrouped Data – Calculation of Mode for Grouped and Ungrouped Data – Applications of Mean, Median and Mode in Business – Measures of Dispersion – Calculation of Range – Calculation of Quartile Deviation - Calculation of Standard Deviation and Co-Efficient of Variation.

### **Unit 3 Time Series**

Time Series – Meaning and Application of Time Series - Components of Time Series – Secular Trend - Seasonal Variation - Cyclical Variation - Irregular Variation- Measurement of Trend - Graphic Method - Semi-Average Method (when the Series is Odd and Even) - Moving Average Method (when the Series is Odd and Even).

#### **Unit 4 Financial Mathematics**

Interest Calculation – Simple and Compound Interest – Reducing Balance and FlatRate of Interest – Fixed and Floating Rates of Interest – Equated Monthly Installment(EMI).

#### **Unit 5 Profit and Loss**

Problems Involving Cost Price, Selling Price, Trade Discounts and Cash Discounts– Introduction To Commission and Brokerage – Problems on Commission andBrokerage.

#### ***Skill Development Activities:***

- *Draft a questionnaire to collect a data of your choice*
- *Analyze the data collected from the above questionnaire using measures of Central Tendency*
- *Compute median for Grouped and Ungrouped data with imaginary figures*
- *Collect 10 years data of any commodity and analyze the variation using time series*

#### **TEXTBOOKS:**

*J K Sharma, Quantitative Techniques for Managers*

*G C Beri, Business Statistics*

#### **REFERENCE BOOK:**

*P N Arora, Sumeeth Arora, S Arora, Comprehensive Statistical Methods*

#### **18MAT211**

#### **Fundamentals of Operation Research**

**3 0 0 3**

Objectives: To understand the fundamental concepts of operation research, to provide the students with the practical relevance of the various business networking problems etc... to achieve the optimizing of cost.

**UNIT I**–Introduction: Concept of OR, Historical Background, Scope , Features, Phases, Types of Operations Research Models, Operations Research Methodology - Operations Research Techniques and Tools-Limitations of Operations Research - Application of Linear Programming Problem – formulation: solution by graphical and simplex method in solving business Practical problems

**UNIT II** - Transportation model: Initial Basic Feasible solutions – optimum solution for non – degeneracy and degeneracy model –Assignment Model – Travelling Salesmen problem.

**UNIT III** - Index numbers: concepts, Simple and Weighted Index numbers –Economic and business index numbers published in India.

**UNIT IV** –Introduction to Queuing Theory, Operating Characteristics of a Queuing System, Constituents of a Queuing System, Service Facility, Queue Discipline – Practical problems

**UNIT V** - Project Scheduling and PERT-CPM: Introduction, Difference between PERT and CPM, PERT/CPM Network Components and Precedence Relationship, Project Management – PERT- Practical problems in Networking Methods.

#### **Reference Book:**

1. F. S. Hiller and G. J. Lieberman - Introduction to Operation Research, McGraw Hill Education
2. L.R. Potti – Operation Research, Yamuna Publications, Trivandrum.