



**Program**  
**BBA – Logistics**  
**Management**

**Faculty of Arts, Humanities and**  
**Commerce**

**(Revised with effect from 2018-19 AY onwards)**

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## **Programme Outcomes**

**PO1:** Communicate professionally as a business leader both orally and in writing to bridge diverse perspectives, cultures, and disciplines.

**PO2:** Assess global opportunities and challenges for business growth and awareness of their personal values and the effect of those values on their decision-making within an organization.

**PO3:** Demonstrate knowledge, skills and techniques to execute projects effectively and efficiently.

**PO4:** Demonstrate knowledge, skills and techniques to manage supply chain operations effectively and efficiently and to evaluate whether an organization's plans and actions align with its values.

**PO5:** Demonstrate the legal knowledge, skills needed to identify and solve organizational problems in for shipping, and logistics using a proper documentation and costing for decision-making and to gain knowledge regarding global environment.

### **Programme Specific Outcomes**

**PSO1** Communicate, manage and coordinate people, business processes, and business resources in shipping and logistic related domain.

**PSO2** Students will learn the application of data, ethical codes and behaviour for effective decision-making in an International trade and business.

## **CURRICULUM STRUCTURE**

**for 2018 admissions onwards**

### **GENERAL INFORMATION**

#### **Code Numbering:**

Each course is assigned an 8-character Code number. The first two digits indicate the year of curriculum revision. The next three letters indicate the Department offering the course. The last three digits are unique to the course – the first digit indicates the level of the course (100, 200, 300, 400 etc.); the second digit indicates the type of the course, viz. 0, 1 and 2 indicate the core courses; 3,4,5,6 and 7 indicate the Elective courses; 8 indicates the Lab. or practical-based courses and 9 indicates Projects.

#### **ABBREVIATIONS USED IN THE CURRICULUM:**

Cat - Category  
Cr - Credits  
ES - Exam Slot  
L - Lecture

P - Practical  
T - Tutorial

#### **DISCIPLINES**

AVP - Amrita Values Programmes  
BUS - Business Management  
CHY - Chemistry  
CMJ - Communication and Journalism  
COM - Commerce  
CSA - Computer Science and Applications  
CSN - Computer Systems and Network  
CUL - Cultural Education  
ECO - Economics  
ELL - English Language and Literature  
ENG - English  
ENV - Environmental Sciences  
FNA - Fine Arts  
HIN - Hindi  
KAN - Kannada

LAW - Law  
MAL - Malayalam  
MAT- Mathematics  
MCJ- Mass Communication and Journalism  
OEL - Open Elective  
PHY - Physics  
SAN - Sanskrit  
SSK - Soft Skills  
SWK - Social Work  
TAM- Tamil

### SEMESTER I

Course Code	Course Title	L – T – P	Cr .	ES
18ENG101	Communicative English	2 0 2	3	
	Language Paper I	1 0 2	2	
18BUS101	Principles of Management	3 1 0	4	
18COM103	Financial Accounting	3 1 0	4	
18BUS102	Fundamentals of Logistics	3 0 0	3	
18MAT109	Basic Concepts of Mathematics	2 1 0	3	
18CSA185	Business and MIS Lab.	0 0 3	1	
18CUL101	Cultural Education I	2 0 0	2	
<b>TOTAL</b>			<b>22</b>	

### SEMESTER II

Course Code	Course Title	L – T – P	Cr .	ES
18ENG121	Professional Communication	1 0 2	2	
	Language Paper II	1 0 2	2	
18ECO101	Business Economics	2 1 0	3	
18LAW111	Business Laws	2 1 0	3	
18MAT112	Business Statistics	3 1 0	4	
18ENV300	Environmental Science and Sustainability	3 0 0	3	
18BUS112	Introduction to Shipping	2 0 0	2	
18CUL111	Cultural Education II	2 0 0	2	
18BUS191	On-site Learning at Logistics and Shipping Industries	0 0 3	1	
<b>TOTAL</b>			<b>22</b>	

### SEMESTER III

Course Code	Course Title	L – T – P	Cr .	ES
18BUS202	Organisational Behaviour	3 0 0	3	
18BUS203	Introduction to Marketing Management	3 0 0	3	
18BUS205	Operations Management	3 0 0	3	
18COM207	Cost and Management Accounting	3 1 0	4	
18BUS201	Supply Chain Management	3 0 0	3	
18LAW201	Indian Constitution	2 0 0	2	
18CSA287	Accounting Packages – Tally Lab	0 0 3	1	
18SSK201	Life Skills I	1 0 2	2	
18AVP201	Amrita Values Programme I	1 0 0	1	
<b>TOTAL</b>			<b>22</b>	

#### SEMESTER IV

Course Code	Course Title	L – T – P	Cr .	ES
18MAT211	Fundamentals of Operations Research	3 0 0	3	
18BUS212	Basics of Human Resources Management	3 1 0	4	
18BUS213	Introduction to Research Methods	3 0 0	3	
18BUS217	Warehousing and Inventory Management	3 0 0	3	
18BUS218	Logistics Information System	3 0 0	3	
18BUS291	Mini Project		3	
	Open Elective A*	3 0 0	3	
18SSK211	Life Skills II	1 0 2	2	
18AVP211	Amrita Values Programme II	1 0 0	1	
<b>TOTAL</b>			<b>25</b>	

#### SEMESTER V

Course Code	Course Title	L – T – P	Cr .	ES
18BUS301	Principles of International Business	3 0 0	3	
18BUS302	Business Ethics and Corporate Social Responsibility	3 0 0	3	
18BUS304	Retail Logistics	3 0 0	3	
18BUS305	Taxation - Law and Practice	3 1 0	4	

	Elective I	3 0 0	3	
18COM390	Live-in-Labs.@ / Open Elective B*	3 0 0	3	
18BUS391	Minor Project		3	
18SSK301	Life Skills III	1 0 2	2	
<b>TOTAL</b>			<b>24</b>	

#### SEMESTER VI

Course Code	Course Title	L – T – P	Cr .	ES
18LAW311	Legal Principles of Logistics and Shipping Business	3 0 0	3	
18BUS313	Introduction to Strategic Management	3 1 0	4	
18BUS317	Air Cargo Logistics Management	3 0 0	3	
	Elective II	3 0 0	3	
	Elective III	3 0 0	3	
18BUS399	Project		6	
<b>TOTAL</b>			<b>22</b>	
<b>Total credits for the Programme = 137</b>				

#### ELECTIVES

Course Code	Course Title	L – T – P	Cr .	ES
<b>ELECTIVE I (Any One)</b>				
18BUS331	Financial Services and Markets	3 0 0	3	E
18BUS334	Total Quality Management	3 0 0	3	E
18BUS311	Entrepreneurship Development	3 0 0	3	E
<b>ELECTIVE II &amp; III (Any Two)</b>				
18BUS357	Shipping Finance and Marine Insurance	3 0 0	3	E
18BUS359	Shipping Management	3 0 0	3	E
18BUS352	Customer Relationship Management	3 0 0	3	E
18BUS353	Web-based Marketing	3 0 0	3	E
18BUS354	Principles of Export Management	3 0 0	3	E
18BUS355	Travel and Tourism Management	3 0 0	3	E
18BUS356	E-Commerce and ERP	3 0 0	3	E



\*Two Open Elective courses are to be taken by each student, one each in the 4th and the 5th semesters,  
from the list of Open Electives offered by the School.

@ Students undertaking and registering for a Live-in-Labs project, can be exempted from registering for an Open Elective course in the fifth semester.

#### LANGUAGE – PAPER I

Course Code	Course Title	L – T – P	Cr .	ES
18HIN101	Hindi I	1 0 2	2	B
185KAN101	Kannada I	1 0 2	2	B
18MAL101	Malayalam I	1 0 2	2	B
18TAM101	Tamil I	1 0 2	2	B
18SAN101	Sanskrit I	1 0 2	2	B

#### LANGUAGE – PAPER II

Course Code	Course Title	L – T – P	Cr .	ES
18HIN111	Hindi II	1 0 2	2	B
18KAN111	Kannada II	1 0 2	2	B
18MAL111	Malayalam II	1 0 2	2	B
18TAM111	Tamil II	1 0 2	2	B
18SAN111	Sanskrit II	1 0 2	2	B

#### OPEN ELECTIVES

Course Code	Course Title	L – T – P	Cr.	ES
18OEL231	Advertising	3 0 0	3	J
18OEL232	Basic Statistics	3 0 0	3	J
18OEL233	Citizen Journalism	3 0 0	3	J
18OEL234	Creative Writing for Beginners	3 0 0	3	J
18OEL235	Desktop Support and Services	3 0 0	3	J
18OEL236	Development Journalism	3 0 0	3	J

18OEL237	Digital Photography	3 0 0	3	J
18OEL238	Emotional Intelligence	3 0 0	3	J
18OEL239	Essence of Spiritual Literature	3 0 0	3	J
18OEL240	Film Theory	3 0 0	3	J
18OEL241	Fundamentals of Network Administration	3 0 0	3	J
18OEL242	Gender Studies	3 0 0	3	J
18OEL243	Glimpses of Indian Economy and Polity	3 0 0	3	J
18OEL244	Graphics and Web-designing Tools	3 0 0	3	J
18OEL245	Green Marketing	3 0 0	3	J
18OEL246	Healthcare and Technology	3 0 0	3	J
18OEL247	History of English Literature	3 0 0	3	J
18OEL248	Indian Writing in English	3 0 0	3	J
18OEL249	Industrial Relations and Labour Welfare	3 0 0	3	J
18OEL250	Introduction to Ancient Indian Yogic and Vedic Wisdom	3 0 0	3	J
18OEL251	Introduction to Computer Hardware	3 0 0	3	J
18OEL252	Introduction to Event Management	3 0 0	3	J
18OEL253	Introduction to Media	3 0 0	3	J
18OEL254	Introduction to Right to Information Act	3 0 0	3	J
18OEL255	Introduction to Translation	3 0 0	3	J
18OEL256	Linguistic Abilities	3 0 0	3	J
18OEL257	Literary Criticism and Theory	3 0 0	3	J
18OEL258	Macro Economics	3 0 0	3	J
18OEL259	Managing Failure	3 0 0	3	J
18OEL260	Media Management	3 0 0	3	J
18OEL261	Micro Economics	3 0 0	3	J
18OEL262	Micro Finance, Small Group Management and Cooperatives	3 0 0	3	J
18OEL263	Negotiation and Counselling	3 0 0	3	J
18OEL264	New Literatures	3 0 0	3	J
18OEL265	Non-Profit Organisation	3 0 0	3	J
18OEL266	Personal Effectiveness	3 0 0	3	J
18OEL267	Perspectives in Astrophysics and Cosmology	3 0 0	3	J
18OEL268	Principles of Marketing	3 0 0	3	J
18OEL269	Principles of Public Relations	3 0 0	3	J
18OEL270	Science, Society and Culture	3 0 0	3	J
18OEL271	Statistical Analysis	3 0 0	3	J
18OEL272	Teamwork and Collaboration	3 0 0	3	J
18OEL273	The Message of Bhagwad Gita	3 0 0	3	J
18OEL274	Understanding Travel and Tourism	3 0 0	3	J
18OEL275	Videography	3 0 0	3	J

18OEL276	Vistas of English Literature	3 0 0	3	J
18OEL277	Web-Designing Techniques	3 0 0	3	J
18OEL278	Organic Farming	3 0 0	3	J
18OEL279	Basic Legal Awareness on Protection of Women and Rights	3 0 0	3	J
18OEL280	Ritual Performances of Kerala	3 0 0	3	J
18OEL281	Documenting Social Issues	3 0 0	3	J
18OEL282	Fabrication of Advanced Solar Cell	3 0 0	3	J
18OEL283	Basic Concepts of X-ray Diffraction	3 0 0	3	J
18OEL284	Introduction to FORTRAN and GNUPLOT	3 0 0	3	J
18OEL285	Introduction to Porous Materials	3 0 0	3	J
18OEL286	Forensic Science	3 0 0	3	J
18OEL287	Introduction to solar Physics	3 0 0	3	J
18OEL288	Recycling Recovery and Treatment Methods for Wastes	3 0 0	3	J
18OEL289	Acting and Dramatic Presentation	2 0 2	3	J
18OEL290	Computerised Accounting	2 0 2	3	J
18OEL291	Kerala Mural Art and Painting	2 0 2	3	J
18OEL292	Painting	2 0 2	3	J
18OEL293	Reporting Rural Issues	3 0 0	3	J

## EVALUATION SCHEME AND GRADING SYSTEM

### R.13 Assessment Procedure

R.13.1 The academic performance of each student in each course will be assessed on the basis of Internal Assessment (including Continuous Assessment) and an end-semester examination.

Normally, the teachers offering the course will evaluate the; performance of the students at regular intervals and in the end-semester examination.

In theory courses (that are taught primarily in the lecture mode), the weight for the Internal Assessment and End-semester examination will be 50:50. The Internal assessment in theory courses shall consist of at least two periodical tests, weekly quizzes, assignments, tutorials, viva-voce etc. The weight for these components, for theory-based courses shall be 20 marks for the Continuous assessment, comprising of Quizzes, assignments, tutorials, viva-voce, etc. and 15 marks each for both the Periodical Tests.

At the end of the semester, there will be an end-semester examination of three hours duration, with a weight of 50 marks, in each lecture-based course.

R.13.2 In the case of laboratory courses and practical, the relative weight for Internal assessment and End-semester examination will be 80:20. The weight for the components of Internal assessment will be decided by the course committee/class committee at the beginning of the course.

*Evaluation pattern for course having both Theory and Lab. components:*

Courses having only one hour per week for lecture/tutorial, be treated as a Lab. course, for evaluation purposes; and evaluation pattern will be 80 marks for continuous assessment of lab. work and 20 marks for end-semester lab. examination.

Courses having two hours per week for theory and/or tutorials, be given a weight of 60 marks and 40 marks for the Theory and Lab. components, respectively; The Lab. component evaluation will be based on continuous evaluation, without any end-semester practical evaluation. 10 marks will be for continuous assessment of the theory portion, 10 marks for each of the two periodical tests, 30 marks for the theory end-semester examination and 40 marks for continuous assessment of lab. work  
and

Courses having three hours per week for theory and/or tutorials, be given a weight of 70 marks and 30 marks for the Theory and Lab. components, respectively; The Lab. component evaluation will be based on continuous evaluation, without any end-semester practical evaluation. 15 marks will be for continuous assessment of the theory portion, 10 marks for each of the two periodical tests, 35 marks for the theory end-semester examination and 30 marks for continuous assessment of lab. work.

R.13.3 It is mandatory that the students shall appear for the end-semester examinations in all theory and practical courses, for completion of the requirements of the course. Those who do not appear in the end-semester examinations will be awarded 'F' grade, subject to meeting the attendance requirement.

At the end of a semester, examinations shall be held for all the subjects that were taught during that semester and those subjects of the previous semesters for which the students shall apply for supplementary examination, with a prescribed fee.

R.13.4 PROJECT WORK: The continuous assessment of project work will be carried out as decided by the course committee. At the completion of the project work, the student will submit a bound volume of the project report in the prescribed format. The project work will be evaluated by a team of duly appointed examiners.

The final evaluation will be based on the content of the report, presentation by student and a viva-voce examination on the project. There will be 40% weight for continuous assessment and the remaining 60% for final evaluation.

If the project work is not satisfactory he/she will be asked to continue the project work and appear for assessment later.

#### **R.14 PUBLICATION / INTERNSHIP**

R.14.1 All students, if they are to be considered for award of Distinction at the time of graduation, are required to have published ONE paper in Scopus-indexed Journal/Conference.

Students with 8.0 and above CGPA from the UG Programme of Visual Media, at the end of the course, producing an output like Video Production / Animation / Portfolio / Graphic Output / Feature / Documentary / Programme etc. and the same to be judged by a panel which consists of at least ONE industry / Academic External Expert identified by the Department can be considered in lieu of mandatory publication.

R.14.2 Additional 10 marks will be awarded for each Publication, subject to a maximum of ONE paper per semester.

The additional marks shall be awarded in the semester in which the paper is published or presented, if applied for, within 10 days of the publication of results of the concerned semester. The additional marks can be awarded to any course(s) where the student has to improve his/her grade.

R.14.3 All publications shall be in Scopus-indexed Journals/Conferences and shall be as per the guidelines prescribed by the University.

R.14.4 Students who have undergone Internship at reputed organisations or National / International Institutions, **with the prior approval** of the concerned Departmental Chairperson and the Head of the School, may be considered for waiver of the requirement of publication, for the award of Distinction. However, the decision of the Departmental Chairperson and the Head of the concerned School, in this regard, shall be final.

#### **R.14.5 Co-curricular Activities**

The students during their period of study in the University are encouraged to indulge in sports, arts, Social/Community service and Seva activities. Bonus marks (5 to 10 marks) shall be awarded for representing AMRITA University in Sports, Cultural and Seva activities. The procedure for awarding these marks will be published by the University from time to time.

#### **R.16 Grading**

R.16.1 Based on the performance in each course, a student is awarded at the end of the semester, a letter grade in each of the courses registered. Letter grades will be awarded by the Class Committee

in its final sitting, without the student representatives.

The letter grades, the corresponding grade points and the ratings are as follows:

<b>Letter Grade</b>	<b>Grade Points</b>	<b>Ratings</b>
O	10.00	Outstanding
A+	9.50	Excellent
A	9.00	Very Good
B+	8.00	Good
B	7.00	Above Average
C	6.00	Average
P	5.00	Pass
F	0.00	Fail
FA	0.00	Failed due to insufficient attendance
I	0.00	Incomplete (awarded only for Lab. courses/ Project / Seminar)
W		Withheld

R.16.2 'FA' grade once awarded stays in the record of the student and is replaced with the appropriate grade when he/she completes the course successfully later.

Students who have secured an 'FA' in a course must re-register for the course or register for the course, if offered, under run-time re-do mode.

R.16.3 A student who has been awarded 'I' Grade in a Lab course, due to reasons of not completing the Lab., shall take up additional Lab. whenever offered next and earn a pass grade, which will be reflected in the next semester's grade sheet.

The 'I' grade, awarded in a Project/Seminar course, will be subsequently changed into appropriate grade, when the student completes the requirement during the subsequent semester. If he/she does not complete it in the next semester, it will be converted to 'F' grade.

R.16.4 A student is considered to have successfully completed the course and earned the credit, if he/she scores a letter grade 'P' or better in that course.

## B B A (Logistics Management)

### COURSE OBJECTIVES, COURSE OUTCOMES, SYLLABUS

18AVP201

AMRITA VALUES PROGRAMME I /  
AMRITA VALUES PROGRAMME II

1 0 0 1  
1 0 0 1

#### Course Objectives

Amrita University's Amrita Values Programme (AVP) is a new initiative to give exposure to Students about richness and beauty of Indian way of life. India is a country where history, culture, art, aesthetics, cuisine and nature exhibit more diversity than nearly anywhere else in the world.

Amrita Values Programmes emphasize on making students familiar with the rich tapestry of Indian life, culture, arts, science and heritage which has historically drawn people from all over the world. Students shall have to register for any two of the following courses, one each in the third and the fourth semesters, which may be offered by the respective school during the concerned semester.

#### Course outcomes:

CO1	To make students familiar with the rich tapestry of Indian life, culture, arts, science and heritage.
CO2	To give exposure to students about richness and beauty of Indian way of life.

#### *Courses offered under the framework of Amrita Values Programmes I and II*

##### **Message from Amma's Life for the Modern World**

Amma's messages can be put to action in our life through pragmatism and attuning of our thought process in a positive and creative manner. Every single word Amma speaks and the guidance received in on matters which we consider as trivial are rich in content and touches the very inner being of our personality. Life gets enriched by Amma's guidance and She teaches us the art of exemplary life skills where we become witness to all the happenings around us still keeping the balance of the mind.

##### **Lessons from the Ramayana**

Introduction to Ramayana, the first Epic in the world – Influence of Ramayana on Indian values and culture – Storyline of Ramayana – Study of leading characters in Ramayana – Influence of Ramayana outside India – Relevance of Ramayana for modern times.

##### **Lessons from the Mahabharata**

Introduction to Mahabharata, the largest Epic in the world – Influence of Mahabharata on Indian values and culture – Storyline of Mahabharata – Study of leading characters in Mahabharata – Kurukshetra War and its significance - Relevance of Mahabharata for modern times.

##### **Lessons from the Upanishads**

Introduction to the Upanishads: Sruti versus Smrti - Overview of the four Vedas and the ten Principal Upanishads - The central problems of the Upanishads – The Upanishads and Indian Culture – Relevance of Upanishads for modern times – A few Upanishad Personalities: Nachiketas, SatyakamaJabala, Aruni, Shvetaketu.

##### **Message of the Bhagavad Gita**

Introduction to Bhagavad Gita – Brief storyline of Mahabharata - Context of Kurukshetra War – The

anguish of Arjuna – Counsel by Sri. Krishna – Key teachings of the Bhagavad Gita – Karma Yoga, Jnana Yoga and Bhakti Yoga - Theory of Karma and Reincarnation – Concept of Dharma – Concept of Avatar - Relevance of Mahabharata for modern times.

#### **Life and Message of Swami Vivekananda**

Brief Sketch of Swami Vivekananda's Life – Meeting with Guru – Disciplining of Narendra - Travel across India - Inspiring Life incidents – Address at the Parliament of Religions – Travel in United States and Europe – Return and reception India – Message from Swamiji's life.

#### **Life and Teachings of Spiritual Masters India**

Sri Rama, Sri Krishna, Sri Buddha, Adi Shankaracharya, Sri Ramakrishna Paramahansa, Swami Vivekananda, Sri Ramana Maharshi, Mata Amritanandamayi Devi.

#### **Insights into Indian Arts and Literature**

The aim of this course is to present the rich literature and culture of Ancient India and help students appreciate their deep influence on Indian Life - Vedic culture, primary source of Indian Culture – Brief introduction and appreciation of a few of the art forms of India - Arts, Music, Dance, Theatre.

#### **Yoga and Meditation**

The objective of the course is to provide practical training in YOGA ASANAS with a sound theoretical base and theory classes on selected verses of Patanjali's Yoga Sutra and Ashtanga Yoga. The coverage also includes the effect of yoga on integrated personality development.

#### **Kerala Mural Art and Painting**

Mural painting is an offshoot of the devotional tradition of Kerala. A mural is any piece of artwork painted or applied directly on a wall, ceiling or other large permanent surface. In the contemporary scenario Mural painting is not restricted to the permanent structures and are being done even on canvas. Kerala mural paintings are the frescos depicting mythology and legends, which are drawn on the walls of temples and churches in South India, principally in Kerala. Ancient temples, churches and places in Kerala, South India, display an abounding tradition of mural paintings mostly dating back between the 9th to 12th centuries when this form of art enjoyed Royal patronage. Learning Mural painting through the theory and practice workshop is the objective of this course.

#### **Course on Organic Farming and Sustainability**

Organic farming is emerging as an important segment of human sustainability and healthy life. Haritamritam' is an attempt to empower the youth with basic skills in tradition of organic farming and to revive the culture of growing vegetables that one consumes, without using chemicals and pesticides. Growth of Agriculture through such positive initiatives will go a long way in nation development. In Amma's words "it is a big step in restoring the lost harmony of nature".

#### **Benefits of Indian Medicinal Systems**

Indian medicinal systems are one of the most ancient in the world. Even today society continues to derive enormous benefits from the wealth of knowledge in Ayurveda of which is recognised as a viable and sustainable medicinal tradition. This course will expose students to the fundamental principles and philosophy of Ayurveda and other Indian medicinal traditions.

#### **Traditional Fine Arts of India**

India is home to one of the most diverse Art forms world over. The underlying philosophy of Indian life is 'Unity in Diversity' and it has led to the most diverse expressions of culture in India. Most art forms of India are an expression of devotion by the devotee towards the Lord and its influence in Indian life is very pervasive. This course will introduce students to the deeper philosophical basis of Indian Art forms and attempt to provide a practical demonstration of the continuing relevance of the Art.

#### **Science of Worship in India**



Indian mode of worship is unique among the world civilisations. Nowhere in the world has the philosophical idea of reverence and worshipfulness for everything in this universe found universal acceptance as it in India. Indian religious life even today is a practical demonstration of the potential for realisation of this profound truth. To see the all-pervading consciousness in everything, including animate and inanimate, and constituting society to realise this truth can be seen as the epitome of civilizational excellence. This course will discuss the principles and rationale behind different modes of worship prevalent in India.

### **Temple Mural Arts in Kerala**

The traditional percussion ensembles in the Temples of Kerala have enthralled millions over the years. The splendor of our temples makes art enthusiast spellbound, warmth and grandeur of color combination sumptuousness of the outline, crowding of space by divine or heroic figures often with in vigorous movement are the characteristics of murals.

The mural painting specially area visual counterpart of myth, legend, gods, dirties, and demons of the theatrical world, Identical myths are popular the birth of Rama, the story of Bhīma and Hanuman, Shiva, as Kirata, and the Jealousy of Uma and ganga the mural painting in Kerala appear to be closely related to, and influenced by this theatrical activity the art historians on temple planes, wood carving and painting the architectural plane of the Kerala temples are built largely on the pan-Indians almost universal model of the Vasthupurusha.

### **Organic Farming in Practice**

Organic agriculture is the application of a set of cultural, biological, and mechanical practices that support the cycling of farm resources, promote ecological balance, and conserve biodiversity. These include maintaining and enhancing soil and water quality; conserving wetlands, woodlands, and wildlife; and avoiding use of synthetic fertilizers, sewage sludge, irradiation, and genetic engineering. This factsheet provides an overview of some common farming practices that ensure organic integrity and operation sustainability.

### **Ayurveda for Lifestyle Modification**

Ayurveda aims to integrate and balance the body, mind, and spirit which will ultimately leads to human happiness and health. Ayurveda offers methods for finding out early stages of diseases that are still undetectable by modern medical investigation. Ayurveda understands that health is a reflection of when a person is living in harmony with nature and disease arises when a person is out of harmony with the cycles of nature. All things in the universe (both living and nonliving) are joined together in Ayurveda. This leaflet endow with some practical knowledge to rediscover our pre- industrial herbal heritage.

### **Life Style and Therapy using Yoga**

Yoga therapy is the adaptation of yogic principles, methods, and techniques to specific human ailments. In its ideal application, Yoga therapy is preventive in nature, as is Yoga itself, but it is also restorative in many instances, palliative in others, and curative in many others. The therapeutic effect comes to force when we practice daily and the body starts removing toxins and the rest is done by nature.

## **Evaluation Pattern – R.13 & R.16**

**18BUS101**

**PRINCIPLES OF MANAGEMENT**

**3 1**

**0 4**

**Course 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.

**Course Outcomes**

<b>CO1</b>	Acquired knowledge in the process and levels of management in the organization.
<b>CO2</b>	Students gained knowledge in planning and decision making activities in the organization.
<b>CO3</b>	Students understood types and structure of organization
<b>CO4</b>	Gained knowledge on staffing the employees
<b>CO5</b>	Students understood feedback mechanisms

**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 Creto 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.*

**Evaluation Pattern – R.13 & R.16**

**18BUS202**

**ORGANISATIONAL BEHAVIOUR**

**3 0 0 3**

**Course 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.*

**Course Outcomes**

<b>CO1</b>	Assess the fundamentals of organizational behaviour and organisational behaviour models.
<b>CO2</b>	Compare and contrast power and influence of leadership, group dynamics in the organisations.
<b>CO3</b>	Demonstrate the dynamics of organizational change.
<b>CO4</b>	Analyse the behaviour of individuals and groups in organisations in terms of the key factors that influence organizational behaviour
<b>CO5</b>	Summarize the perceptions, learning, attitudes and motivation in organizations.

**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*

**Evaluation Pattern – R.13 & R.16**

**18BUS203  
03**

**INTRODUCTION TO MARKETING MANAGEMENT**

**30**

**Course 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.*

**Course Outcomes**

<b>CO1</b>	Understand the concept of marketing and its various environmental factors
<b>CO2</b>	Gained knowledge on buyer behavior and market segmentation
<b>CO3</b>	Knowledge on various stage in Product Life Cycle
<b>CO4</b>	Gained knowledge in the marketing channels and sales management
<b>CO5</b>	Gained knowledge on advertising and sales promotion

**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

**Evaluation Pattern – R.13 & R.16**

**18BUS212**

**BASICS OF HUMAN RESOURCES MANAGEMENT**

**3 1 0 4**

**Course 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.

**Course Outcomes**

<b>CO1</b>	Acquired knowledge on HRM, its environment, methods of selection, and Interview techniques.
<b>CO2</b>	Gained knowledge on training and career development
<b>CO3</b>	Students learnt about remuneration and welfare measures.
<b>CO4</b>	Gained facts about labour relation and Industrial disputes
<b>CO5</b>	Students learnt about human resource audit, nature and approaches

### **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*

**Evaluation Pattern – R.13 & R.16**

**18BUS213**

**INTRODUCTION TO RESEARCH METHODS**

**3 0 0 3**

**Course 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.*

**Course Outcomes**

<b>CO1</b>	Acquired knowledge in the need of Research, sampling, pilot testing
<b>CO2</b>	Gained knowledge on various types of research and the sampling techniques
<b>CO3</b>	Learnt the sources available for the collections of data and to draft the questionnaire
<b>CO4</b>	Acquired knowledge on the application of various statistical tools
<b>CO5</b>	Gained knowledge on the preparation of reports

**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 Khothari - Research Methodology

**REFERENCE BOOK:**

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

**Evaluation Pattern – R.13 & R.16**

**18BUS301**

**PRINCIPLES OF INTERNATIONAL BUSINESS**

**3 0 0 3**

**Course 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.

**Course Outcomes**

<b>CO1</b>	Students gained knowledge about internal and international Trade
<b>CO2</b>	Students acquired wisdom on the theories of the International Trade
<b>CO3</b>	Students learnt about the Balance of Payment and its concepts in detail
<b>CO4</b>	Knowledge on IMF and IBRD
<b>CO5</b>	Understand about the World Trade Organization with special reference to India

**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

**Evaluation Pattern – R.13 & R.16**

**18BUS302**

**BUSINESS ETHICS AND CORPORATE SOCIAL RESPONSIBILITY**

**3 0 0 3**

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

**Course Outcomes**

<b>CO1</b>	Develop thinking and analytical skills using ethical frameworks
<b>CO2</b>	Draw upon a range of models to aid ethical decision-making.
<b>CO3</b>	Apply their knowledge of ethics to some of the great international ethical debates
<b>CO4</b>	Apply the knowledge of ethics and CSR to everyday
<b>CO5</b>	Be sensitive to the influence of culture on ethics.

**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*

**Evaluation Pattern – R.13 & R.16**

**18BUS305**

**TAXATION – LAW AND PRACTICE**

**3 1 0 4**

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

**Course Outcomes**

<b>CO1</b>	Use critical thinking to identify, analyse and solve problems in areas of taxation law and practice.
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<b>CO2</b>	Understand and improve in assessing the individual tax payments.
<b>CO3</b>	Understand and interpret commerce-related taxation information
<b>CO4</b>	Apply information to business situations and decision making.
<b>CO5</b>	Apply ethics and professional acumen in analysing and solving taxation problems.

#### **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.*

#### **Evaluation Pattern – R.13 & R.16**

**18BUS311**

**ENTREPRENEURSHIP DEVELOPMENT**

**2 1 0 3**

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

#### **Course Outcomes**

<b>CO1</b>	Clear understanding of various types of business ownerships
<b>CO2</b>	Equipping with necessary awareness and skills to become an entrepreneur
<b>CO3</b>	Get acquaintance with different aspects of management for running an enterprise successfully
<b>CO4</b>	Understanding of formalities and procedures for starting a business enterprise
<b>CO5</b>	Creates enthusiasm among students to inculcate start-ups

#### **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*

### **Evaluation Pattern – R.13 & R.16**

**18BUS313**

**INTRODUCTION TO STRATEGIC MANAGEMENT**

**3 1 0 4**

**Course Objective:** *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.*

**Course Outcomes**

<b>CO1</b>	Analyze the main structural features of an industry and develop strategies that position the firm most favourably in relation to competition.
<b>CO2</b>	Recognize the different stages of industry evolution and recommend strategies appropriate to each stage.
<b>CO3</b>	Appraise the resources and capabilities of the firm in terms of their ability to confer sustainable competitive advantage.
<b>CO4</b>	Explain how to formulate strategies that leverage a firm’s core competencies.
<b>CO5</b>	Recognize strategic decisions that present ethical challenges and make appropriate recommendations for ethical decision-making.

**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.*

**Evaluation Pattern – R.13 & R.16**

**18BUS331**  
**03**

**FINANCIAL SERVICES AND MARKETS****30**

**Course Objective:** *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.*

**Course Outcomes**

<b>CO1</b>	Students gained knowledge on role of financial service sector
<b>CO2</b>	Acquired knowledge on functions of NIM, SEBI
<b>CO3</b>	Students understood the concepts of leasing, factoring and hire purchase
<b>CO4</b>	Gained knowledge on project investment
<b>CO5</b>	Learnt the concept of role of UTI and mutual funds

**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.*

**Evaluation Pattern – R.13 & R.16**

**18BUS352**

**CUSTOMER RELATIONSHIP MANAGEMENT**

**3 0 0 3**

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

**Course Outcomes**

<b>CO1</b>	Explain the optimization of customer relationships
<b>CO2</b>	Summarize the benefits delivered by CRM, the contexts in which it is used, the technologies that are deployed and how it can be implemented.
<b>CO3</b>	Relate into the contemporary issues in customer relationship management.
<b>CO4</b>	Sensitize about the various ethical and legal issues pertaining to the sharing of customer data.
<b>CO5</b>	Evaluate the process for the successful implementation of the CRM in an organizational scenario.

**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.*

### Evaluation Pattern – R.13 & R.16

18BUS353

WEB-BASED MARKETING

03

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**Course Objective:** *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.*

### Course Outcomes

CO1	An indepth perspective into internet marketing
CO2	Knowledge on display advertising, online advertising, email advertising and pay per click marketing
CO3	An isight into different scial media marketing
CO4	Application of web analytics in global internet marketing
CO5	Overview on ethical and legal issues in internet marketing

## 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

### Evaluation Pattern – R.13 & R.16

**18BUS205 OPERATIONS MANAGEMENT 3 0 0 3**

### Course Objective:

This course aims at familiarizing the students with quantitative tools and techniques, which are frequently applied to business decision-making & to provide a formal quantitative approach to problem solving and an intuition about situations where such an approach is appropriate.

### Course Outcomes

<b>CO1</b>	Identify and develop operational research models from the verbal description of the real system.
<b>CO2</b>	Understand the mathematical tools that are needed to solve optimisation problems.

<b>CO3</b>	To impart knowledge in concepts and tools of Operations Research.
<b>CO4</b>	To solve Linear Programming Problems.
<b>CO5</b>	To apply these techniques constructively to make effective business decisions.

#### 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:**

1. *Production and Operation Management – S.N. Chary*
2. *Production Management – K. Ashwathappa*

#### **Evaluation Pattern – R.13 & R.16**

**18BUS354**

**PRINCIPLES OF EXPORT MANAGEMENT**

**3 0 0 3**

**Course 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.*

#### **Course Outcomes**

<b>CO1</b>	Familiarise with the concept of foreign trade
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<b>CO2</b>	Understand the basic steps in starting and export business
<b>CO3</b>	Asses and analyse export strategies
<b>CO4</b>	Knowledge on export finance
<b>CO5</b>	Knowledge on institutional agencies in India

### **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)

**Evaluation Pattern – R.13 & R.16**

**18BUS355**

**TRAVEL AND TOURISM MANAGEMENT**

**3 0 0 3**

**Course Objective`:** *To create a basic knowledge on the genitism, 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.*

**Course Outcomes**

<b>CO1</b>	Describe the growth and development of tourism
<b>CO2</b>	Identify factors influencing tourism organisations in India
<b>CO3</b>	Assessment of tourist demand and supply
<b>CO4</b>	Recognize the role of tourism and economic development
<b>CO5</b>	Understand the significance of travel agencies in tourism

### **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 kca - 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

**Evaluation Pattern – R.13 & R.16**

**18BUS356  
03**

**E-COMMERCE AND ERP**

**30**

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

**Course Outcomes**

<b>CO1</b>	Understand the foundations and importance of Ecommerce
<b>CO2</b>	Analyze the impact of E-commerce on business models and strategy
<b>CO3</b>	Describe Internet trading relationships including Business to Consumer, Business-to-Business, Intra-organizational
<b>CO4</b>	Describe the key features of Internet, Intranets and Extranets and explain how they relate to each other
<b>CO5</b>	Recognize and discuss global E-commerce issues and To understand the fundamental concepts of ERP system.

**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

#### Evaluation Pattern – R.13 & R.16

**18BUS391**

**MINOR PROJECT**

**3**

**Credit**

#### Course Objective:

To enable the student to understand the practical aspects of supply chain and logistics industry.

#### Course Outcomes:

CO1	Demonstrate a broad, in-depth description of general management and the business/management environment.
CO2	Analyze a business problem in new and unfamiliar circumstances through the integration of relevant disciplines.
CO3	Demonstrate the ability communicate formulated strategies in a clear and concise manner.
CO4	Apply the knowledge and skills acquired in the classroom a professional context.
CO5	Provide a variety of ways engage in experiential Explaining.

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.

#### Evaluation Pattern – R.14 & R.16

**18BUS399**

**PROJECT**

**6 Credit**

#### Course Objective:

To enable the student to understand the practical aspects of supply chain and logistics industry.

#### Course Outcomes:

CO1	Demonstrate a broad, in-depth description of general management and the business/management environment.
CO2	Analyze a business problem in new and unfamiliar circumstances through the integration of relevant disciplines.
CO3	Demonstrate the ability communicate formulated strategies in a clear and concise manner.
CO4	Apply the knowledge and skills acquired in the classroom a professional context.
CO5	Provide a variety of ways engage in experiential Explaining.

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.

**Evaluation Pattern – R.14 & R.16**

**18COM103**

**FINANCIAL ACCOUNTING**

**3 1 0 4**

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

**Course Outcomes**

<b>CO1</b>	Acquired knowledge on basic concepts of accounting and preparation of journal, ledger and trial balance
<b>CO2</b>	Students gained knowledge in the preparation of financial statements
<b>CO3</b>	Understand various methods of computing depreciation
<b>CO4</b>	Gained knowledge on preparation of subsidiary books
<b>CO5</b>	Get basic concepts of consignment

### **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*

**Evaluation Pattern – R.13 & R.16**

**18COM207**

**COST AND MANAGEMENT ACCOUNTING**

**3 1 0 4**

**Course Objective:** *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.*

#### **Course Outcomes**

<b>CO1</b>	Knowledge on different types of costing and preparation of cost sheet
<b>CO2</b>	Computation of elements of cost
<b>CO3</b>	Understand the methods of operating costing, process costing and contract costing
<b>CO4</b>	Acquired knowledge on reconciliation cost profit/loss and financial profit/loss



<b>CO5</b>	Knowledge on preparation budgets and importance of marginal costing in decision making
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### **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*

**Evaluation Pattern – R.13 & R.16**

**18CSA287**

**Accounting Packages – Tally Lab**

**003 1**

*To understand the basic concepts of accounting software and application of accounting software for preparation and interpretation of various statements and reports related with accounts.*

**Course Outcomes**

<b>CO1</b>	Develop expertise among the students in relation to application of accounting software for the maintenance of proper accounting reports, generation of reports and analysis & interpretation of reports.
<b>CO2</b>	Knowledge to create the company, group, security control, back-up etc.
<b>CO3</b>	Ability to prepare the financial statements and other statements related to inventory management, depreciation accounting and VAT procedure and records using TALLY
<b>CO4</b>	Application of various aspects of Tally in day to day business/professional activities.
<b>CO5</b>	Ability to calculate and prepare GST reports

**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*

**Evaluation Pattern – R.13 & R.16**

**18ECO101  
03**

**BUSINESS ECONOMICS**

**21**

**Course 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.*

**Course Outcomes**

<b>CO1</b>	Review the fundamental concepts of business economics.
<b>CO2</b>	Compare and contrast demand and supply analysis.
<b>CO3</b>	To criticize and learn about the various costs in economics.
<b>CO4</b>	Appraise the current market structure.
<b>CO5</b>	Familiarise with the concepts of pricing theories.

**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.*

**Evaluation Pattern – R.13 & R.16**

18ENV300

ENVIRONMENTAL SCIENCE AND SUSTAINABILITY

3 0

0 3

**Course Objective:**

*The objective is to help the student to understand the natural environment, eco system, current environmental challenges and human impacts on environment.*

**Course Outcomes:**

<b>CO1</b>	Acquaint on the natural environment and its relationships with human activities.
<b>CO2</b>	Enumerate the eco system, its structure and functions.
<b>CO3</b>	Design and evaluate strategies, technologies, and methods for sustainable management of environmental systems.
<b>CO4</b>	Describe and analyze human impacts on the environment.
<b>CO5</b>	Acquittance of information on human rights, human health and current environmental challenges.

**Unit 1**

State of Environment and Unsustainability, Need for Sustainable Development, Traditional

conservation systems in India, People in Environment, Need for an attitudinal change and ethics, Need for Environmental Education, Overview of International Treaties and Conventions, Overview of Legal and Regulatory Frameworks.

Environment: Abiotic and biotic factors, Segments of the Environment, Biogeochemical Cycles, Ecosystems (associations, community adaptations, ecological succession, Food webs, Food chain, ecological pyramids), Types of Ecosystems – Terrestrial ecosystems, Ecosystem Services, Economic value of ecosystem services, Threats to ecosystems and conservation strategies.

Biodiversity: Species, Genetic & Ecosystem Diversity, Origin of life and significance of biodiversity, Value of Biodiversity, Biodiversity at Global, National and Local Levels, India as a Mega-Diversity Nation (Hotspots) & Protected Area Network, Community Biodiversity Registers. Threats to Biodiversity, Red Data book, Rare, Endangered and Endemic Species of India. Conservation of Biodiversity. People's action. Impacts, causes, effects, control measures, international, legal and regulatory frameworks of: Climate Change, Ozone depletion, Air pollution, Water pollution, Noise pollution, Soil/ land degradation/ pollution

## Unit 2

Linear vs. cyclical resource management systems, need for systems thinking and design of cyclical systems, circular economy, industrial ecology, green technology. Specifically apply these concepts to: Water Resources, Energy Resources, Food Resources, Land & Forests, Waste management.

Discuss the interrelation of environmental issues with social issues such as: Population, Illiteracy, Poverty, Gender equality, Class discrimination, Social impacts of development on the poor and tribal communities, Conservation movements: people's movements and activism, Indigenous knowledge systems and traditions of conservation.

## Unit 3

Common goods and public goods, natural capital/ tragedy of commons, Cost benefit analysis of development projects, Environment Impact Assessment (EIA), Environment Management Plan (EMP), Green business, Eco-labeling, Problems and solutions with case studies.

Global and national state of housing and shelter, Urbanization, Effects of unplanned development case studies, Impacts of the building and road construction industry on the environment, Eco-homes/ Green buildings, Sustainable communities, Sustainable Cities.

Ethical issues related to resource consumption, Intergenerational ethics, Need for investigation and resolution of the root cause of unsustainability, Traditional value systems of India, Significance of holistic value-based education for true sustainability.

### TEXTBOOKS / REFERENCES:

1. R. Rajagopalan, *Environmental Studies: From Crisis to Cure*. Oxford University Press, 2011, 358 pages. ISBN: 9780198072089.
2. Daniel D. Chiras, *Environmental Science*. Jones & Bartlett Publishers, 01-Feb-2012, 669 pages. ISBN: 9781449645311.
3. Andy Jones, Michel Pimbert and Janice Jiggins, 2011. *Virtuous Circles: Values, Systems, Sustainability*. IIED and IUCN CEESP, London. URL:<http://pubs.iied.org/pdfs/G03177.pdf>
4. Annenberg Learner, *The Habitable Planet*, Annenberg Foundation 2015. URL: <http://www.learner.org/courses/envsci/unit/pdfs/textbook.pdf>.

### Evaluation Pattern – R.13 & R.16

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

**Course Outcomes**

<b>CO1</b>	To appreciate the relevance of business law to individuals and businesses and the role of law in an economic, political and social context.
<b>CO2</b>	Identify the fundamental legal principles behind contractual agreements
<b>CO3</b>	Examine how businesses can be held liable intort for the actions of their employees.
<b>CO4</b>	Understand the legal and fiscal structure of different forms of business organizations and their responsibilities as an employer.
<b>CO5</b>	Acquire problem solving techniques and to be able to present coherent concise legal argument.

**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*

**Evaluation Pattern – R.13 & R.16****18LAW201****INDIAN CONSTITUTION****2002**

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

**Course Outcomes**

<b>CO1</b>	Analyse the significant developments in the political ideologies
<b>CO2</b>	Describe the salient features of the constitution of India
<b>CO3</b>	Interpret, integrate and critically analyse the political economy of Indian international relations.
<b>CO4</b>	Apply their knowledge and skills acquired to write civil service examinations
<b>CO5</b>	Understand the role of panchayatRaj system and PSC in India

**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

### **Evaluation Pattern – R.13 & R.16**

**18BUS102**

**Fundamentals of Logistics**

**30**

**03**

**Course Objective:** 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.

### **Course Outcomes**

<b>CO1</b>	Acquired knowledge on concepts of logistics management and physical distribution
<b>CO2</b>	Students gained knowledge on inventory control techniques and stores keeping
<b>CO3</b>	Students learnt supply chain management needs and methods
<b>CO4</b>	Acquired knowledge on Supply Chain Performance Drivers
<b>CO5</b>	Students gained knowledge on Supply Chain with Business Strategy, Outsourcing and 3PLs.

**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 Krishnaveni Muthiah : 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.

### Evaluation Pattern – R.13 & R.16

18BUS218

Logistics Information System

30

03

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

### Course Outcomes

CO1	Review the general types of information systems
CO2	Examine the use of information technology in different areas in logistics management
CO3	Understand the process of data required in logistics system
CO4	Knowledge on design and factors affecting the information system
CO5	Understand the impact of internet on SCM

**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

**Evaluation Pattern – R.13 & R.16**

**18BUS201**

**Supply Chain Management**

**30**

**03**

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

**Course Outcomes**

<b>CO1</b>	Understand the relationship between Supply Chain Management and Integrated Logistics
<b>CO2</b>	Ability to define and describe Supply Chain Management
<b>CO3</b>	Describe the significance of Supply Chain Management has become increasingly important in today's business environment
<b>CO4</b>	Ability to review Supply Chain Management at work
<b>CO5</b>	Understand the overall concepts of business chain and distributions.

**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.

**Evaluation Pattern – R.13 & R.16**

**18MAT211**

**Fundamentals of Operation Research**

**3**

**003**

**Course Objective:** 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.

**Course Outcomes**

<b>CO1</b>	Gain knowledge on cope, characteristics of OR models and their formulations.
<b>CO2</b>	Computation of Transportation and assignment problem.
<b>CO3</b>	Acquired knowledge on network analysis and critical path.
<b>CO4</b>	Basic understanding of queuing models.
<b>CO5</b>	Concptual knowledge on decision theory using decision tree.

**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. Leiberman - Introduction to Operation Research, McGraw Hill Education
2. L.R. Potti – Operation Research, Yamuna Publications, Trivandrum.

**Evaluation Pattern – R.13 & R.16**

**18BUS112**

**Introduction to Shipping**

**20**

**0 2**

**Course objective**

*The objective is to help the student to understand the basic concepts related to marine insurance containerization.*

**Course Outcomes**

<b>CO1</b>	Understand the significance of marine transport
<b>CO2</b>	Describe about the various measurements based on stowage, volume of ships.
<b>CO3</b>	Examine the importance of containerization
<b>CO4</b>	Analyze different types of ocean liners.
<b>CO5</b>	Demonstrate how containerization has helped in multimodal and intermodal transportation.

**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 Containerisation –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

**Evaluation Pattern – R.13 & R.16**

**18BUS217**

**Warehousing and Inventory Management**

**3 0**

**0 3**

**Course Objective:**

*The objective is to help the student to understand the various factors of warehousing and logistics management process.*

**Course Outcomes**

<b>CO1</b>	Familiarise with the functions of warehousing in logistics management
<b>CO2</b>	Gain knowledge on inventory and its role in the logistics management process
<b>CO3</b>	Understand the design and layout factors for effective warehousing
<b>CO4</b>	Understand the importance of Health and Safety in the warehouse.
<b>CO5</b>	Understand the need for and how to maintain better inventory accuracy

**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.

**Evaluation Pattern – R.13 & R.16****18LAW311****Legal Principles of Logistics and Shipping Business****3 0 0 3****Course Objective:**

To enable the students to understand the basic principles of Contract Law and laws relating to carriage of Goods.

**Course Outcomes**

<b>CO1</b>	Analyze the legal structure and processes through which international shipping is organized
<b>CO2</b>	Develop a good outlook on maritime law
<b>CO3</b>	Knowledge on legal perspective and its practices to improve the business in shipping and maritime.
<b>CO4</b>	Understand the contemporary issues and principles related to maritime business
<b>CO5</b>	Basic knowledge on carriage of goods by Sea Act

**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.

**Evaluation Pattern – R.13 & R.16****18BUS357****Shipping Finance and Marine Insurance****30****03****Objective:**

To enable the students to understand the basic shipping finance and Marine Insurance Act.

**Course Outcomes**

<b>CO1</b>	Knowledge on basic concepts of shipping industry
<b>CO2</b>	Identify the sources of ship finance
<b>CO3</b>	Familiarise with Marine Insurance Act
<b>CO4</b>	Knowledge on measurement of indemnity
<b>CO5</b>	Understand the concepts of cargo insurance, policies and clauses

**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.*

**Evaluation Pattern – R.13 & R.16**

**18BUS304**

**Retail Logistics**

**3 0 0 3**

**Course Objective:**

*To introduce students to the various logistics network operating in the global scenario.*

**Course Outcomes**

<b>CO1</b>	Understand the various retail logistics operations
<b>CO2</b>	Improving the business of retailers in logistics business.
<b>CO3</b>	Design suitable invoice management system for a retailer for improving the efficiency of procuring, packing , etc..
<b>CO4</b>	Knowledge on effective transportation and delivery of goods in time or as per the customer expectations.
<b>CO5</b>	Improve knowledge on 4pl logistics, its various operations and the role played in retailing operations.

**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, Kamisnky, Philip, and Simchi-Levi, Edith. (2nd Edition, 2004). Designing and Managing the Supply Chain: Concepts, Strategies and Case Studies. Irwin/McGraw Hill.

**Evaluation Pattern – R.13 & R.16**

**18BUS334**

**Total Quality Management**

**3**

**003**

**Course objective:**

*To introduce students to the various concepts of quality, quality management tools and quality measuring process.*

**Course Outcomes**

<b>CO1</b>	Explain the different meanings of the quality concept and its influence.
<b>CO2</b>	Describe, distinguish and use the several techniques and quality management tools.
<b>CO3</b>	Explain the regulation and the phases of a quality system certification process.
<b>CO4</b>	Identify the elements that are part of the quality measuring process in the industry.
<b>CO5</b>	Predict the errors in the measuring process, distinguishing its nature and the root causes.

**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.

**Evaluation Pattern – R.13 & R.16**

**18BUS317**

**Air Cargo Logistics Management**

**3 0 0 3**

**Course Objective:**

*To equip the students with the required knowledge of the modus operandi of Aviation industry.*

**Course Outcomes**

<b>CO1</b>	Understand the basic concepts of aviation and air line terminology
<b>CO2</b>	Knowledge on history of aviation industry
<b>CO3</b>	Describe air line marketing and customer services
<b>CO4</b>	Identify the important terminologies of air freight forwarding.
<b>CO5</b>	Computation of air cargo rates and charges
<b>CO1</b>	Demonstrate a broad, in-depth describing of general management and the business/management environment.

**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  
**Evaluation Pattern – R.13 & R.16**

**18BUS359**

**Shipping Management**

**30**

**03**

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

**Course Outcomes**

<b>CO1</b>	Describe the functions of shipping
<b>CO2</b>	Identify the process of ship registration, classification and insurance
<b>CO3</b>	Estimation of operation and voyage calculations
<b>CO4</b>	Identify cargo and geographic factors
<b>CO5</b>	Identify crew management and ship managers legal relations

**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)

**Evaluation Pattern – R.13 & R.16**

**18BUS191**

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

**1 Credit**

**Course Objective:** This course enables the students to acquire hands-on exposure on the concepts they are studying during their course of study.

**Course Outcomes**

<b>CO1</b>	Learn about shipping and logistics industry
<b>CO2</b>	Familiarise with business practices in logistics industries
<b>CO3</b>	Understand the procedures of business practices
<b>CO4</b>	Skill in data collection and report preparation
<b>CO5</b>	Acquire practical experience on logistics management

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.

**Evaluation Pattern – R.14 & R.16**

**18BUS291**

**MINI PROJECT**

**3 Credits**

**Course Objective:**

To enable the student to understand the practical aspects of supply chain and logistics industry.

### Course Outcomes

<b>CO1</b>	Contribute to organizations of all types and sizes by managing critical short-term training.
<b>CO2</b>	Provide a variety of ways to engage in experiential learning.
<b>CO3</b>	Apply the knowledge and skills acquired in the classroom to a professional context.
<b>CO4</b>	Refine and reassess interns' own career goals as a result of the experience.
<b>CO5</b>	Communicate research concepts and contexts clearly and effectively both in writing and orally.

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.

### Evaluation Pattern – R.14 & R.16

**18ENG101 Communicative English 2-0-2-3**

### Course Objectives:

To help students obtain an ability to communicate fluently in English; to enable and enhance the students skills in reading, writing, listening and speaking; to impart an aesthetic sense and enhance creativity

### Course Outcomes

	Students will be able to :
<b>CO1</b>	Competence in writing descriptive prose
<b>CO2</b>	Attain upper intermediate level vocabulary
<b>CO3</b>	Develop ability to read and comprehend
<b>CO4</b>	Appreciate and understand poetry
<b>CO5</b>	Develop familiarity with and ability to write in the formal, official communicative mode

### Course Contents:

#### Unit I

Kinds of sentences, usage of preposition, use of adjectives, adverbs for description, Tenses, Determiners- Agreement (Subject – Verb, Pronoun- Antecedent) collocation, Phrasal Verbs, Modifiers, Linkers/ Discourse Markers, Question Tags

#### Unit II

Paragraph writing – Cohesion - Development: definition, comparison, classification, contrast, cause and effect - Essay writing: Descriptive and Narrative

#### Unit III

Letter Writing - Personal (congratulation, invitation, felicitation, gratitude, condolence etc.) Official (Principal / Head of the department/ College authorities, Bank Manager, Editors of newspapers and

magazines)

#### Unit IV

Reading Comprehension – Skimming and scanning- inference and deduction – Reading different kinds of material –Speaking: Narration of incidents / stories/ anecdotes- Current News Awareness

#### Unit V

Prose: John Halt’s ‘Three Kinds of Discipline’ [**Detailed**]

Max Beerbohm’s ‘The Golden Drugget’ [**Detailed**]

Poems: Ogden Nash- ‘This is Going to Hurt Just a Little Bit’ [**Detailed**]

Robert Kroetsch– ‘I am Getting Old Now’, Langston Hughes-‘I, Too’[**Detailed**]

Wole Soyinka- ‘Telephone Conversation’ [**Non-Detailed**]

Kamala Das- ‘The Dance of the Eunuchs’[**Non-Detailed**]

Short Stories:Edgar Allan Poe’s ‘The Black Cat’, Ruskin Bond’s ‘The Time Stops at Shamli’ [**Non-Detailed**]

#### CORE READING:

1. *Ruskin Bond, Time Stops at Shamli and Other Stories, Penguin Books India Pvt Ltd, 1989*
2. *Syamala, V. Speak English in Four Easy Steps, Improve English Foundation Trivandrum: 2006*
3. *Beerbohm, Max, The Prince of Minor Writers: The Selected Essays of Max Beerbohm (NYRB Classics), Phillip Lopate (Introduction, Editor), The New York Review of Book Publishers.*
4. *Edger Allan Poe. The Selected Works of Edger Allan Poe. A Running Press, 2014.*
5. *Online sources*

#### References:

6. *Ruskin Bond, Time Stops at Shamli and Other Stories, Penguin Books India Pvt Ltd, 1989*
7. *Martinet, Thomson, A Practical English Grammar, IV Ed. OUP, 1986.*
8. *Murphy, Raymond, Murphy’s English Grammar, CUP, 2004*
9. *Online sources*

#### Evaluation Pattern – R.13 & R.16

18ENG121

Professional Communication

1- 0-2-2

#### Course Objective:

To convey and document information in a formal environment; to acquire the skill of self projection in professional circles; to inculcate critical and analytical thinking.

#### Course Outcomes:

	Students will be able to
<b>CO1</b>	develop pattern of communication as required for different professional context
<b>CO2</b>	speak formally paying attention to tone and diction

<b>CO3</b>	develop analytical & argumentative writing; critical and analytical thinking
<b>CO4</b>	acquire reading and listening comprehension with upper intermediate level vocabulary

### Unit I

Vocabulary Building: Prefixes and Suffixes; One word substitutes, Modal auxiliaries, Error Analysis: Position of Adverbs, Redundancy, misplaced modifiers, Dangling modifiers – Reported Speech

### Unit II

Instruction, Suggestion & Recommendation - Sounds of English: Stress, Intonation  
- Essay writing: Analytical and Argumentative

### Unit III

Circulars, Memos – Business Letters - e - mails

### Unit IV

Reports: Trip report, incident report, event report - Situational Dialogue - Group Discussion

### Unit V

Listening and Reading Practice - Book Review

### References

1. Felixa Eskey. *Tech Talk, University of Michigan. 2005*
2. Michael Swan. *Practical English Usage, Oxford University Press. 2005*
3. Anderson, Paul. *Technical Communication: A Reader Centered Approach, V Edition, Hercourt, 2003.*
4. Raymond V. Lesikar and Marie E. Flatley. *Basic Business Communication, Tata Mc Graw Hill Pub. Co. New Delhi. 2005. Tenth Edition.*
5. Thampi, G. Balamohan. *Meeting the World: Writings on Contemporary Issues. Pearson, 2013.*
6. Lynch, Tony. *Study Listening. New Delhi: CUP, 2008.*
7. Kenneth, Anderson, Tony Lynch, Joan Mac Lean. *Study Speaking. New Delhi: CUP, 2008.*
8. Marks, Jonathan. *English Pronunciation in Use. New Delhi: CUP, 2007.*
9. Syamala, V. *Effective English Communication For You (Functional Grammar, Oral and Written Communication): Emerald, 2002.*

### Evaluation Pattern – R.13 & R.16

**18CUL101**

**CULTURAL EDUCATION I**

**2002**

### Course Objectives

To give an overview and thorough understanding of Culture, its necessity and customs and traditions.

### Course Outcomes

	Students will be able to :
<b>CO1</b>	get an awareness of culture, develop respect for traditions, customs & rituals
<b>CO2</b>	to get an unbiased understanding of traditional social structure
<b>CO3</b>	get a message of universal peace and realise the purpose of life
<b>CO4</b>	realise the significance of protecting nature's sanctity.

Introduction to Indian Culture  
 Introduction to Amma's life and Teachings  
 Symbols of Indian Culture  
 Science and Technology in Ancient India  
 Education in Ancient India  
 Goals of Life – Purusharthas  
 Introduction to Vedanta and Bhagavad Gita  
 Introduction to Yoga  
 Nature and Indian Culture  
 Values from Indian History  
 Life and work of Great Seers of India (1)

**TEXTBOOKS:**

1. *The Glory of India (in- house publication)*
2. *The Mother of Sweet Bliss. (Amma's Life & Teachings)*

**Evaluation Pattern – R.13 & R.16**

**18CUL111**

**CULTURAL EDUCATION II**

**2002**

**Course Objective**

To give students an idea on India's rich cultural, spiritual & academic progress.

**Course Outcomes**

	Students will be able to
<b>CO1</b>	Get an idea of India's rich heritage
<b>CO2</b>	Get basic knowledge of elements responsible for this universe
<b>CO3</b>	Gain brief understanding of Bhagavadgita, classification of Vedas etc.,
<b>CO4</b>	Inculcate discipline and selflessness

Bhagavad Gita and Life Management  
 Historicity of Ramayana and Mahabharata  
 Overview of Patanjali's Yoga Sutras  
 Highlights of Indian Mythology  
 Indian Society: Its Strengths and Weaknesses  
 Role & Position of Women in Indian Society  
 Indian Models of Economy, Business and Management  
 Health and Lifestyle related issues  
 Conservation of cultural heritage  
 Life and work of Great Seers of India (2)

**TEXTBOOKS:**

1. *The Glory of India (in- house publication)*
2. *Sanatana Dharma (A Compilation of Amma's teachings on Indian Culture)*

**Evaluation Pattern – R.13 & R.16**



**Course Objective:**

To build soft skills and an awareness for its importance.

**Course Outcomes**

	Students will be able to
<b>CO1</b>	Make a smooth transition from an academic environment to work environment and adopt well
<b>CO2</b>	Learn to cope with fear, stress and competition in professional world
<b>CO3</b>	Develop positive attitude, self-motivating ability and willingness for continuous knowledge upgradation

Soft skills and its importance: Pleasure and pains of transition from an academic environment to work-environment. Need for change. Fears, stress and competition in the professional world. Importance of positive attitude, self-motivation and continuous knowledge upgradation.

Self Confidence: Characteristics of the person perceived, characteristics of the situation, Characteristics of the Perceiver. Attitude, Values, Motivation, Emotion Management, Steps to like yourself, Positive Mental Attitude, Assertiveness.

Presentations: Preparations, Outlining, Hints for efficient practice, Last minute tasks, means of effective presentation, language, Gestures, Posture, Facial expressions, Professional attire.

Vocabulary building: A brief introduction into the methods and practices of learning vocabulary. Learning how to face questions on antonyms, synonyms, spelling error, analogy etc. Faulty comparison, wrong form of words and confused words like understanding the nuances of spelling changes and wrong use of words.

Listening Skills: The importance of listening in communication and how to listen actively.

Prepositions and Articles: A experiential method of learning the uses of articles and prepositions in sentences is provided.

Problem solving; Number System; LCM &HCF; Divisibility Test; Surds and Indices; Logarithms; Ratio, Proportions and Variations; Partnership; Time speed and distance; work time problems;

Data Interpretation: Numerical Data Tables; Line Graphs; Bar Charts and Pie charts; Caselet Forms; Mix Diagrams; Geometrical Diagrams and other forms of Data Representation.

Logical Reasoning: Family Tree; Linear Arrangements; Circular and Complex Arrangement; Conditionalities and Grouping; Sequencing and Scheduling; Selections; Networks; Codes; Cubes; Venn Diagram in Logical Reasoning.

**TEXTBOOKS:**

1. *A Communicative Grammar of English: Geoffrey Leech and Jan Svartvik. Longman, London.*

2. Adair J (1986) - "Effective Team Building: How to make a winning team", London, U.K: Pan Books.
3. Gulati S (2006) - "Corporate Soft Skills", New Delhi, India: Rupa & Co.
4. The Hard Truth about Soft Skills, by Amazone Publication.

**REFERENCES:**

1. Quantitative Aptitude, by R S Aggarwal, S Chand Publ.
2. Verbal and Non-verbal Reasoning, R S Aggarwal, S Chand Publ.
3. Data Interpretation, R S Aggarwal, S Chand Publ.
4. Nova GRE, KAPAL GRE, Barrons GRE books;
5. Quantitative Aptitude, The Institute of Chartered Accountants of India.
6. More Games Teams Play, by Leslie Bendaly, McGraw-Hill Ryerson.
7. The BBC and British Council online resources
8. Owl Purdue University online teaching resources
9. www.thegrammarbook.com online teaching resources
10. www.englishpage.com online teaching resources and other useful websites.

**Evaluation Pattern – R.13 & R.16**

**18SSK211**

**LIFE SKILLS II**

**1 0 2 2**

**Course objective**

To groom the student for professional environment and making him aware of the corporate culture and basic business etiquette

**Course Outcomes:**

	Students will be able to
<b>CO1</b>	Acquire a knowledge of socially acceptable ways of behaviour, corporate etiquette; develop cultural adoptability
<b>CO2</b>	Exhibit appropriate body language; being aware of personal hygiene, proper dressing and grooming
<b>CO3</b>	Convert Passive vocabulary into active vocabulary; learn the etymology of words
<b>CO4</b>	Solve problems in QA & logical reasoning and interpret and analyse the data

Professional Grooming and Practices: Basics of Corporate culture, Key pillars of Business Etiquette. Basics of Etiquette: Etiquette – Socially acceptable ways of behaviour, Personal hygiene, Professional attire, Cultural Adaptability. Introductions and Greetings: Rules of the handshake, Earning respect, Business manners. Telephone Etiquette: activities during the conversation, Conclude the call, To take a message. Body Language: Components, Undesirable body language, Desirable body language. Adapting to Corporate life: Dealing with people.

Group Discussions: Advantages of Group Discussions, Structured GD – Roles, Negative roles to be avoided, Personality traits to do well in a GD, Initiation techniques, How to perform in a group discussion, Summarization techniques.

Listening Comprehension advanced: Exercise on improving listening skills, Grammar basics: Topics like clauses, punctuation, capitalization, number agreement, pronouns, tenses etc.

Reading Comprehension advanced: A course on how to approach middle level reading

comprehension passages.

Problem solving – Money Related problems; Mixtures; Symbol Based problems; Clocks and Calendars; Simple, Linear, Quadratic and Polynomial Equations; Special Equations; Inequalities; Functions and Graphs; Sequence and Series; Set Theory; Permutations and Combinations; Probability; Statistics.

Data Sufficiency: Concepts and Problem Solving.

Non-Verbal Reasoning and Simple Engineering Aptitude: Mirror Image; Water Image; Paper Folding; Paper Cutting; Grouping Of Figures; Figure Formation and Analysis; Completion of Incomplete Pattern; Figure Matrix; Miscellaneous.

Special Aptitude: Cloth, Leather, 2D and 3D Objects, Coin, Match Sticks, Stubs, Chalk, Chess Board, Land and geodesic problems etc., Related Problems

#### **TEXTBOOKS:**

1. *A Communicative Grammar of English: Geoffrey Leech and Jan Svartvik. Longman, London.*
2. *Adair J (1986) - "Effective Team Building: How to make a winning team", London, U.K: Pan Books.*
3. *Gulati S (2006) - "Corporate Soft Skills", New Delhi, India: Rupa & Co.*
4. *The Hard Truth about Soft Skills, by Amazone Publication.*

#### **REFERENCES:**

1. *Quantitative Aptitude, by R S Aggarwal, S Chand Publ.*
2. *Verbal and Non-verbal Reasoning, R S Aggarwal, S Chand Publ.*
3. *Quantitative Aptitude by Abjith Guha, Tata McGraw hill Publ.*
4. *More Games Teams Play, by Leslie Bendaly, McGraw-Hill Ryerson.*
5. *The BBC and British Council online resources*
6. *Owl Purdue University online teaching resources*
7. *www.thegrammarbook.com online teaching resources*
8. *www.englishpage.com online teaching resources and other useful websites.*

#### **Evaluation Pattern – R.13 & R.16**

**18SSK301**

**LIFE SKILLS III**

**1 0 2 2**

#### **Course objectives**

To prepare the student for working in a team and develop proper attitude for teamwork.

#### **Course Outcomes**

	Students will be able to
<b>CO1</b>	Work in teams; learn team playing and develop leadership skills
<b>CO2</b>	To gain knowledge of group dynamism
<b>CO3</b>	Learn how to face an interview and strategies of test taking
<b>CO4</b>	Learn the skills of Lateral thinking for problem solving

Team Work: Value of Team work in organisations, Definition of a Team, Why Team, Elements of leadership, Disadvantages of a team, Stages of Team formation. Group Development Activities: Orientation, Internal Problem Solving, Growth and Productivity, Evaluation and Control. Effective Team Building: Basics of Team Building, Teamwork Parameters, Roles, Empowerment, Communication, Effective Team working, Team Effectiveness Criteria, Common characteristics of Effective Teams, Factors affecting Team Effectiveness, Personal characteristics of members, Team Structure, Team Process, Team Outcomes.

Facing an Interview: Foundation in core subject, Industry Orientation/ Knowledge about the company, Professional Personality, Communication Skills, activities before interview, upon entering interview room, during the interview and at the end. Mock interviews.

Advanced Grammar: Topics like parallel construction, dangling modifiers, active and passive voices, etc.

Syllogisms, Critical reasoning: A course on verbal reasoning. Listening Comprehension advanced: An exercise on improving listening skills.

Reading Comprehension advanced: A course on how to approach advanced level of reading, comprehension passages. Exercises on competitive exam questions.

Specific Training: Solving campus recruitment papers, National level and state level competitive examination papers; Speed mathematics; Tackling aptitude problems asked in interview; Techniques to remember (In Mathematics). Lateral Thinking problems. Quick checking of answers techniques; Techniques on elimination of options, Estimating and predicting correct answer; Time management in aptitude tests; Test taking strategies.

#### **TEXTBOOKS:**

1. *A Communicative Grammar of English: Geoffrey Leech and Jan Svartvik. Longman, London.*
2. *Adair J (1986) - "Effective Team Building: How to make a winning team", London, U.K: Pan Books.*
3. *Gulati S (2006) - "Corporate Soft Skills", New Delhi, India: Rupa& Co.*
4. *The Hard Truth about Soft Skills, by Amazon Publication.*

#### **REFERENCES:**

1. *Speed Mathematics, Secrets of Lightning Mental Calculations, by Bill Handley, Master Mind books;*
2. *The Trachtenberg Speed System of Basic Mathematics, Rupa& Co., Publishers;*
3. *Vedic Mathematics, by Jagadguru Swami Sri BharatiKrsnaTirthayi Maharaja, MotilalBanarsidass Publ.;*
4. *How to Ace the Brainteaser Interview, by John Kador, Mc Graw Hill Publishers.*
5. *Quick Arithmetics, by Ashish Agarwal, S Chand Publ.;*
6. *Quicker Maths, by M tyra& K Kundan, BSC Publishing Co. Pvt. Ltd., Delhi;*
7. *More Games Teams Play, by Leslie Bendaly, McGraw-Hill Ryerson.*
8. *The BBC and British Council online resources*
9. *Owl Purdue University online teaching resources*
10. *[www.thegrammarbook.com](http://www.thegrammarbook.com) online teaching resources*
11. *[www.englishpage.com](http://www.englishpage.com) online teaching resources and other useful websites.*

#### **Evaluation Pattern – R.13 & R.16**

**18CSA185**

**BUSINESS AND MIS LAB.**

**0031**

#### **Course Objective**

The objective of this course is to introduce the students to the Management Information Systems and its application in organizations. The course would expose the students to the managerial issues

relating to information systems and help them identify and evaluate various options in Management Information Systems.

### Course Outcomes

	Students will be able to
<b>CO1</b>	Understand the leadership role of Management Information Systems in achieving business competitive advantage through informed decision-making.
<b>CO2</b>	Analyse and synthesize business information needs to facilitate evaluation of strategic alternatives.
<b>CO3</b>	Apply Management Information Systems knowledge and skills learned to facilitate the acquisition, development,
<b>CO4</b>	Effectively communicate strategic alternatives to facilitate decision-making.

### 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	Nam e	Basic Pay	D A	HRA	PF	Net Pay
E001	Anu	6000				
E002	Anju	8000				
E003	Pava n	4500				
E004	Jyoth y	7600				
E005	Man u	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

**Evaluation Pattern – R.13 & R.16****18MAT112****BUSINESS STATISTICS****3 1 0 4**

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

**Course Outcomes:**

	Students will be able to
<b>CO1</b>	Apply the knowledge and skills obtained to investigate and solve a variety of combinatorial optimisation problems
<b>CO2</b>	Address unfamiliar problems and propose, analyse and apply one or several relevant models to generate a solution.
<b>CO3</b>	Compare different models for a single problem, discriminate the most relevant depending on the objective and identify its limitations.
<b>CO4</b>	Select and use relevant software to launch and interpret experiments.

**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**



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, Evaluation Pattern – R.13 & R.16*