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 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
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**TOTAL** 2 4

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**TOTAL** 2 2

Total credits for the Programme = 137

### Electives

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|             | **ELECTIVE II & III (Any Two)**                   |          |     |    |
| 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

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<tr>
<td>18OEL262</td>
<td>Micro Finance, Small Group Management and Cooperatives</td>
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<tr>
<td>18OEL263</td>
<td>Negotiation and Counselling</td>
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<tr>
<td>18OEL264</td>
<td>New Literatures</td>
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<td>18OEL265</td>
<td>Non-Profit Organisation</td>
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<td>18OEL266</td>
<td>Personal Effectiveness</td>
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<td>J</td>
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<tr>
<td>18OEL267</td>
<td>Perspectives in Astrophysics and Cosmology</td>
<td>3</td>
<td>J</td>
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<tr>
<td>18OEL268</td>
<td>Principles of Marketing</td>
<td>3</td>
<td>J</td>
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<tr>
<td>18OEL269</td>
<td>Principles of Public Relations</td>
<td>3</td>
<td>J</td>
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<tr>
<td>18OEL270</td>
<td>Science, Society and Culture</td>
<td>3</td>
<td>J</td>
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<tr>
<td>18OEL271</td>
<td>Statistical Analysis</td>
<td>3</td>
<td>J</td>
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<tr>
<td>18OEL272</td>
<td>Teamwork and Collaboration</td>
<td>3</td>
<td>J</td>
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<tr>
<td>18OEL273</td>
<td>The Message of Bhagwad Gita</td>
<td>3</td>
<td>J</td>
<td></td>
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<tr>
<td>18OEL274</td>
<td>Understanding Travel and Tourism</td>
<td>3</td>
<td>J</td>
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<tr>
<td>18OEL275</td>
<td>Videography</td>
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<td>18OEL276</td>
<td>Vistas of English Literature</td>
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<tr>
<td>18OEL277</td>
<td>Web-Designing Techniques</td>
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<tr>
<td>18OEL278</td>
<td>Organic Farming</td>
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<tr>
<td>18OEL279</td>
<td>Basic Legal Awareness on Protection of Women and Rights</td>
<td>3 0 0</td>
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<tr>
<td>18OEL280</td>
<td>Ritual Performances of Kerala</td>
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<tr>
<td>18OEL281</td>
<td>Documenting Social Issues</td>
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<td>18OEL282</td>
<td>Fabrication of Advanced Solar Cell</td>
<td>3 0 0</td>
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<tr>
<td>18OEL283</td>
<td>Basic Concepts of X-ray Diffraction</td>
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<td>J</td>
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<tr>
<td>18OEL284</td>
<td>Introduction to FORTRAN and GNUPlot</td>
<td>3 0 0</td>
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<tr>
<td>18OEL285</td>
<td>Introduction to Porous Materials</td>
<td>3 0 0</td>
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<tr>
<td>18OEL286</td>
<td>Forensic Science</td>
<td>3 0 0</td>
<td>J</td>
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<tr>
<td>18OEL287</td>
<td>Introduction to solar Physics</td>
<td>3 0 0</td>
<td>J</td>
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<tr>
<td>18OEL288</td>
<td>Recycling Recovery and Treatment Methods for Wastes</td>
<td>3 0 0</td>
<td>J</td>
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</tr>
<tr>
<td>18OEL289</td>
<td>Acting and Dramatic Presentation</td>
<td>2 0 2</td>
<td>J</td>
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<tr>
<td>18OEL290</td>
<td>Computerised Accounting</td>
<td>2 0 2</td>
<td>J</td>
<td></td>
</tr>
<tr>
<td>18OEL291</td>
<td>Kerala Mural Art and Painting</td>
<td>2 0 2</td>
<td>J</td>
<td></td>
</tr>
<tr>
<td>18OEL292</td>
<td>Painting</td>
<td>2 0 2</td>
<td>J</td>
<td></td>
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<tr>
<td>18OEL293</td>
<td>Reporting Rural Issues</td>
<td>3 0 0</td>
<td>J</td>
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</tr>
</tbody>
</table>

**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:

<table>
<thead>
<tr>
<th>Letter Grade</th>
<th>Grade Points</th>
<th>Ratings</th>
</tr>
</thead>
<tbody>
<tr>
<td>0</td>
<td>10.00</td>
<td>Outstanding</td>
</tr>
<tr>
<td>A+</td>
<td>9.50</td>
<td>Excellent</td>
</tr>
<tr>
<td>A</td>
<td>9.00</td>
<td>Very Good</td>
</tr>
<tr>
<td>B+</td>
<td>8.00</td>
<td>Good</td>
</tr>
<tr>
<td>B</td>
<td>7.00</td>
<td>Above Average</td>
</tr>
<tr>
<td>C</td>
<td>6.00</td>
<td>Average</td>
</tr>
<tr>
<td>P</td>
<td>5.00</td>
<td>Pass</td>
</tr>
<tr>
<td>F</td>
<td>0.00</td>
<td>Fail</td>
</tr>
<tr>
<td>FA</td>
<td>0.00</td>
<td>Failed due to insufficient attendance</td>
</tr>
<tr>
<td>I</td>
<td>0.00</td>
<td>Incomplete (awarded only for Lab. courses/Project / Seminar)</td>
</tr>
<tr>
<td>W</td>
<td></td>
<td>Withheld</td>
</tr>
</tbody>
</table>

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

<table>
<thead>
<tr>
<th>Course</th>
<th>Title</th>
<th>Credits</th>
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</thead>
<tbody>
<tr>
<td>18AVP201</td>
<td>AMRITA VALUES PROGRAMME I / 1001</td>
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<tr>
<td></td>
<td>AMRITA VALUES PROGRAMME II / 1001</td>
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</tbody>
</table>

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 Paramahamsa, 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**

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

**Unit 1 Management Concepts**


**Unit 2 Planning**


**Unit 3 Organising**


**Unit 4 Staffing and Directing**


**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


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

| CO1 | Assess the fundamentals of organizational behaviour and organisational behaviour models. |
| CO2 | Compare and contrast power and influence of leadership, group dynamics in the organisations. |
| CO3 | Demonstrate the dynamics of organizational change. |
| CO4 | Analyse the behaviour of individuals and groups in organisations in terms of the key factors that influence organizational behaviour |
| CO5 | 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:
2. Organizational Behavior - Uma Sekaran


18BUS203 INTRODUCTION TO MARKETING MANAGEMENT 3 0
0 3

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

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

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

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 - Shrlaker
2. Marketing Management - Kotler, Keller, Koshy


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

| CO1 | Acquired knowledge on HRM, its environment, methods of selection, and Interview techniques. |
| CO2 | Gained knowledge on training and career development |
| CO3 | Students learnt about remuneration and welfare measures. |
| CO4 | Gained facts about labour relation and Industrial disputes |
| CO5 | Students learnt about human resource audit, nature and approaches |
Unit 1 Introduction to HRM

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.

Unit 3 Compensation management & employee relations and security

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

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:
2. V S P Rao – Human resource Management

REFERENCE BOOKS:
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

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

Unit 1

Unit 2

Unit 3

Unit 4

Unit 5

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:
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 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

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

Unit 1 Conceptual business, Environment and Challenges

Unit 2 Modes of Operations in International Business and the Economic Environments facing businesses.

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


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:

REFERENCE BOOKS:
2. Rathod, Export Management


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

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

Unit 1 Business ethics - An overview

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

Unit 4 Corporate Social responsibility & Environment ethics

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

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

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

Course Outcomes

| CO1 | Use critical thinking to identify, analyse and solve problems in areas of taxation law and practice. |
Unit 1

Unit 2

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 - 80QCB - 80RRB - 80TTA - 80U.

Unit 5
Computation of Total Income and Calculation of Tax Liability of Individual assesses 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.

REFERENCE BOOKS:
1. Dr Bhagavathi Prasad - Direct Taxes Law & Practice – Wishwa Prakashan, New Delhi.


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

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

Unit 1

Unit 2

Unit 3

Unit 4

Unit 5

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

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

REFERENCE BOOKS:
1. Entrepreneurial Development: Bhanucholi
2. Entrepreneurship Development: Dr. K. G. C. Nair


18BUS313 INTRODUCTION TO STRATEGIC MANAGEMENT 3 1 0 4

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 firm’s situation.

Course Outcomes

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

Unit 1 Strategic Concepts

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

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


18BUS331 FINANCIAL SERVICES AND MARKETS 3 0
0 3

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, streamlining of regulatory frameworks 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

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

Unit 1

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
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:**

**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**

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

**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

Unit 4: CRM Planning and Implementation

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:
3. Philip Kotler, Marketing Management, Prentice Hall, 2005
4. Saroj Kumar and Supriya Singh – Customer Relationship Management, Thakur Publishers Chennai

18BUS353 WEB-BASED MARKETING 3 0
0 3

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 in-depth perspective into internet marketing |
| CO2 | Knowledge on display advertising, online advertising, email advertising and pay per click marketing |
| CO3 | An insight into different social media marketing |
| CO4 | Application of web analytics in global internet marketing |
| CO5 | Overview on ethical and legal issues in internet marketing |

Unit 1

**Unit 2**

**Unit 3**

**Unit 4**

**Unit 5**

**TEXTBOOKS:**

**REFERENCE BOOKS:**

**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**

<table>
<thead>
<tr>
<th>CO1</th>
<th>Identify and develop operational research models from the verbal description of the real system.</th>
</tr>
</thead>
<tbody>
<tr>
<td>CO2</td>
<td>Understand the mathematical tools that are needed to solve optimisation problems.</td>
</tr>
</tbody>
</table>
**Course Objectives:**

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

Unit I

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

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

UNIT V

**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**

| CO1 | Familiarise with the concept of foreign trade |
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

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

TEXT BOOKS:

REFERENCES:
**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**

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

**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


18BUS356 E-COMMERCE AND ERP 3 0
0 3

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

Course Outcomes

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

Unit 1

Unit 2
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:
2. Alexis Leon - Enterprise resource Planning, TMH

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

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

Unit 1

Unit 2

Unit 3
Drawings - Preparation of Final Accounts (Sole Trader only)

**Unit 4**

**Unit 5**

**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:**

**REFERENCES:**

**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**

| CO1 | Knowledge on different types of costing and preparation of cost sheet |
| CO2 | Computation of elements of cost |
| CO3 | Understand the methods of operating costing, process costing and contract costing |
| CO4 | Acquired knowledge on reconciliation cost profit/loss and financial profit/loss |
Knowledge on preparation budgets and importance of marginal costing in decision making

Unit 1
Cost, Costing - Cost Accounting - Cost Accountancy - Objectives – Advantages and Disadvantages - Distinction between Cost Accounting, Financial Accounting and Management Accounting - Methods of Costing, Cost Classification – Cost Center and Cost Unit - Preparation of Cost Sheet - Estimated Cost Sheet

Unit 2
Materials: Meaning - Direct and Indirect - Purchase Procedure - Centralized and Decentralized Purchasing - Stock Levels (Problems on Stock Levels) - Issue of Materials - Pricing of Issues (LIFO, FIFO.)

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

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:
2. Khanna Pandye and Ahuja – Cost Accounting

REFERENCES:
2. Horngren Foster and Datar - Cost Accounting.
3. S N Maheshwari - Cost Accounting


18CSA287 Accounting Packages – Tally Lab

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

| CO1 | 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. |
| CO2 | Knowledge to create the company, group, security control, back-up etc. |
| CO3 | Ability to prepare the financial statements and other statements related to inventory management, depreciation accounting and VAT procedure and record s using TALLY |
| CO4 | Application of various aspects of Tally in day to day business/professional activities. |
| CO5 | Ability to calculate and prepare GST reports |

Unit 1
Getting started with Tally – Company information – Features and configuration.

Unit 2

Unit 3

Unit 4

**Unit 5**

**TEXTBOOKS:**
1. Tally complete reference material

**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**

<table>
<thead>
<tr>
<th>Code</th>
<th>Course</th>
<th>Credits</th>
</tr>
</thead>
<tbody>
<tr>
<td>18ECO101</td>
<td>BUSINESS ECONOMICS</td>
<td>2</td>
</tr>
<tr>
<td></td>
<td>0 3</td>
<td></td>
</tr>
</tbody>
</table>

**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**

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


**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 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:
2. Craig Petersen, W. Chris, Managerial Economics.


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:

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

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

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:**


**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

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

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

Unit 3

Unit 4

Unit 5
The Contract of Agency - Definition of Agent and Principal – Essentials - Kinds of agents - Rights and Duties of an agent and Principal - Creation of agency and Termination of agency.
Cyber Law, importance, major categories of cybercrimes, introduction to IT Act, Authorities, Enforcement powers, offences and penalties.
Skill Development Activities:

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

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

REFERENCE:
1. Business Laws – Bhagavathi and Pillai


18LAW201 INDIAN CONSTITUTION 2002

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

Course Outcomes

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

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


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

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

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 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
David J. Bloomberg, Stephen LeMay& : Logistics, Prentice-Hall of India Pvt Joe B. Hanna Ltd.,New
Delhi, 2003.
Satish C. Ailawadi & Rakesh Singh : Logistics Management, Prentice-Hall of India Pvt Ltd., New Delhi, 2005

TEXTBOOKS


18BUS218 Logistics Information System 3 0
0 3

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**
Satish C. Ailawadi & Rakesh Singh: Logistics Management, Prentice-Hall of India Pvt Ltd., New Delhi, 2005
Krishnaveni Muthiah: Logistics Management & World Sea borne Trade, Himalaya Publishing House, Mumbai, 1999
Sarika Kulkarni: Supply Chain Management, Tata Mc- Ashok Sharma Grav Hill Publishing Co Ltd., New Delhi, 2004

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

**Evaluation Pattern – R.13 & R.16**

<table>
<thead>
<tr>
<th>Course Code</th>
<th>Course Title</th>
<th>Credits</th>
</tr>
</thead>
<tbody>
<tr>
<td>18BUS201</td>
<td>Supply Chain Management</td>
<td>3</td>
</tr>
</tbody>
</table>

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

**Course Outcomes**

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


**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.


**REFERENCE BOOKS**

Satish C. Ailawadi & Rakesh Singh : Logistics Management, Prentice-Hall of India Pvt Ltd., New Delhi, 2005
Krishnaveni Muthiah : Logistics Management & World Sea borne Trade, Himalaya Publishing House, Mumbai, 1999
Satish C. Ailawadi & Rakesh Singh : Logistics Management, Prentice-Hall of India Pvt Ltd., New Delhi, 2004


**Evaluation Pattern** – R.13 & R.16

**18MAT211** Fundamentals of Operation Research 3 0 0 3

**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**

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


**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,

Reference Book:


18BUS112 Introduction to Shipping 2 0

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

Course Outcomes

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


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


Text Books:

Reference Book:


18BUS217 Warehousing and Inventory Management 30

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

Course Outcomes

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


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-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:

Reference Books:


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

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


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.

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)
3. Maritime law by Christopher Hill.


18BUS357 Shipping Finance and Marine Insurance 3 0

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

Course Outcomes

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

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

Unit-4

Unit-5
Clause. Time Clauses-Principal Insuring Conditions-Additional Clauses.

**Text Books:**
1. *Marine insurance By Institute of charted ship brokers*
2. *Marine insurance clauses by Hudson.*

**Reference Books**
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**

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

**Unit I** 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 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:**
Course objective:
To introduce students to the various concepts of quality, quality management tools and quality measuring process.

Course Outcomes

| CO1  | Explain the different meanings of the quality concept and its influence. |
| CO2  | Describe, distinguish and use the several techniques and quality management tools. |
| CO3  | Explain the regulation and the phases of a quality system certification process. |
| CO4  | Identify the elements that are part of the quality measuring process in the industry. |
| CO5  | 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

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

UNIT - 5 : QUALITY SYSTEMS

**TEXT BOOKS**

**REFERENCES**

**Evaluation Pattern – R.13 & R.16**

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

**Course Outcomes**

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

**Unit – I**

**Unit – II**

**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**

**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
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

18BUS359 Shipping Management 3 0
0 3

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

Course Outcomes

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

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

Unit-IV: Cargo and Geographic Factors

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**

**Reference Books**

**Websites**
1. 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 (CRM Shipping and Transport Case Studies)
3. http://businesscasestudies.co.uk (Shipping Sector-Case Studies)
4. www.tcs.com › Home › Resources › Case Studies (TCS Resources: Case Study Leading Indian Shipping)

**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**

| Co1 | Learn about shipping and logistics industry |
| Co2 | Familiarise with business practices in logistics industries |
| Co3 | Understand the procedures of business practices |
| Co4 | Skill in data collection and report preparation |
| Co5 | 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**

| CO1 | Contribute to organizations of all types and sizes by managing critical short-term training. |
| CO2 | Provide a variety of ways to engage in experiential learning. |
| CO3 | Apply the knowledge and skills acquired in the classroom to a professional context. |
| CO4 | Refine and reassess interns’ own career goals as a result of the experience. |
| CO5 | 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**

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

**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 Shamili’ [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
5. Online sources

References:
8. Murphy, Raymond, Murphy’s English Grammar, CUP, 2004
9. Online sources


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:

<table>
<thead>
<tr>
<th>CO1</th>
<th>Students will be able to develop pattern of communication as required for different professional context</th>
</tr>
</thead>
<tbody>
<tr>
<td>CO2</td>
<td>speak formally paying attention to tone and diction</td>
</tr>
</tbody>
</table>
CO3 | develop analytical & argumentative writing; critical and analytical thinking
CO4 | 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. FelixaEskey. Tech Talk, University of Michigan. 2005


18CUL101  CULTURAL EDUCATION I  2 0 0 2

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

Course Outcomes
| CO1 | get an awareness of culture, develop respect for traditions, customs & rituals |
| CO2 | to get an unbiased understanding of traditional social structure |
| CO3 | get a message of universal peace and realise the purpose of life |
| CO4 | 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 – Purushartha
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)


18CUL111 CULTURAL EDUCATION II 2002

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

Course Outcomes

<table>
<thead>
<tr>
<th>CO1</th>
<th>Get an idea of India’s rich heritage</th>
</tr>
</thead>
<tbody>
<tr>
<td>CO2</td>
<td>Get basic knowledge of elements responsible for this universe</td>
</tr>
<tr>
<td>CO3</td>
<td>Gain brief understanding of Bhagavadgita, classification of Vedas etc.,</td>
</tr>
<tr>
<td>CO4</td>
<td>Inculcate decipline and selflessness</td>
</tr>
</tbody>
</table>

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)

Course Objective:
To build soft skills and an awareness for its importance.

Course Outcomes

<table>
<thead>
<tr>
<th>CO1</th>
<th>Make a smooth transition from an academic environment to work environment and adopt well</th>
</tr>
</thead>
<tbody>
<tr>
<td>CO2</td>
<td>Learn to cope with fear, stress and competition in professional world</td>
</tr>
<tr>
<td>CO3</td>
<td>Develop positive attitude, self-motivating ability and willingness for continuous knowledge upgradation</td>
</tr>
</tbody>
</table>

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:
4. The Hard Truth about Soft Skills, by Amazon Publication.

REFERENCES:
1. Quantitative Aptitude, by 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.
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.


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:

<p>| | |</p>
<table>
<thead>
<tr>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>CO1</td>
<td>Acquire a knowledge of socially acceptable ways of behaviour, corporate etiquette; develop cultural adoptability</td>
</tr>
<tr>
<td>CO2</td>
<td>Exhibit appropriate body language; being aware of personal hygiene, proper dressing and grooming</td>
</tr>
<tr>
<td>CO3</td>
<td>Convert Passive vocabulary into active vocabulary; learn the etymology of words</td>
</tr>
<tr>
<td>CO4</td>
<td>Solve problems in QA &amp; logical reasoning and interpret and analyse the data</td>
</tr>
</tbody>
</table>


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:

REFERENCES:
1. Quantitative Aptitude, by R S Aggarwal, S Chand Publ.
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.


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

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

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:**
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;
5. Quick Arithmetics, by Ashish Agarwal, S Chand Publ.;
8. The BBC and British Council online resources
9. Owl Purdue University online teaching resources
10. www.thegrammarbook.com online teaching resources
11. www.englishpage.com online teaching resources and other useful websites.

**Evaluation Pattern – R.13 & R.16**

18CSA185 BUSINESS AND MIS LAB. 0 0 3 1

**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**

| CO1 | Understand the leadership role of Management Information Systems in achieving business competitive advantage through informed decision-making. |
| CO2 | Analyse and synthesize business information needs to facilitate evaluation of strategic alternatives. |
| CO3 | Apply Management Information Systems knowledge and skills learned to facilitate the acquisition, development, |
| CO4 | 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 throughout 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.


   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:

<table>
<thead>
<tr>
<th>Employee No</th>
<th>Name</th>
<th>Basic Pay</th>
<th>DA</th>
<th>HRA</th>
<th>PF</th>
<th>Net Pay</th>
</tr>
</thead>
<tbody>
<tr>
<td>E001</td>
<td>Anu</td>
<td>6000</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>E002</td>
<td>Anju</td>
<td>8000</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>E003</td>
<td>Pavan</td>
<td>4500</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>E004</td>
<td>Jyothiy</td>
<td>7600</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>E005</td>
<td>Manu</td>
<td>6500</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

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.


**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


7. Video and animation in Photoshop - Creating images for video - Interpreting video footage - 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:
2. Photoshop® CS3 Layers Bible by Matt Doyle (Author), Simon Meek (Author)

REFERENCE BOOKS:
1. Microsoft Office 2000 Complete, BPB publications


18MAT112 BUSINESS STATISTICS 3104

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

Course Outcomes:

<p>| | |</p>
<table>
<thead>
<tr>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>CO1</strong></td>
<td>Apply the knowledge and skills obtained to investigate and solve a variety of combinatorial optimisation problems</td>
</tr>
<tr>
<td><strong>CO2</strong></td>
<td>Address unfamiliar problems and propose, analyse and apply one or several relevant models to generate a solution.</td>
</tr>
<tr>
<td><strong>CO3</strong></td>
<td>Compare different models for a single problem, discriminate the most relevant depending on the objective and identify its limitations.</td>
</tr>
<tr>
<td><strong>CO4</strong></td>
<td>Select and use relevant software to launch and interpret experiments.</td>
</tr>
</tbody>
</table>

Unit 1 Data Representations and Analysis

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

Unit 4 Financial Mathematics

**Unit 5 Profit and Loss**

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

**TEXTBOOKS:**
J K Sharma, Quantitative Techniques for Managers
G C Beri, Business Statistics

**REFERENCE BOOK:**
P N Arora, Sumeeth Arora, S Arora, Comprehensive Statistical Methods

**Evaluation Pattern – R.13 & R.16**

18MAT 102 Basic Concepts of Mathematics 2 1 0 3

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

**Course Outcomes**

| CO1 | Familiarise the basic concepts of sets, relations and functions. |
| CO2 | Students were able to apply matrix in solving business problems. |
| CO3 | Develops an understanding on the concepts of algebra and calculus. |
| CO4 | Students could solve various business problems using permutations and combinations. |

**Unit 1 Fundamentals**
Concepts of variables- constant- equations- types- LCM- HCF- set- set operation- Venn diagram- relation and their properties- function- definition- one to one function- onto functions- into functions- many to one functions- composition of functions- quadratic functions.

**Unit 2 Matrices and Determinants**
Basic concepts- scalar- definition of a matrix- types- algebra of matrices- matrix addition- scalar multiplication- matrix multiplication- rank of a matrix- determinants- properties- calculation of the values of determinants upto third order- adjoint of a matrix- finding the inverse of a matrix through adjoint- business applications of matrix algebra.

**Unit 3 Basic Algebra**

**Unit 4 Basic Calculus**

**Unit 5 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:**
V. K Kapoor, *Business Mathematics*, Sultan Chand and Sons

**REFERENCE:**