

**RATHNAVEL SUBRAMANIAM COLLEGE OF ARTS & SCIENCE (AUTONOMOUS)  
SULUR, COIMBATORE-641402**

**SCHOOL OF BUSINESS MANAGEMENT  
BACHELOR OF BUSINESS ADMINISTRATION - LOGISTICS**



**Syllabus effective for the students admitted during the  
Academic Year 2020 Batch & onwards**

**(2020 - 2023)**



**HOD**



**PRINCIPAL**



**COE**

**PROGRAMME OUTCOMES (POs):**

|     |   |
|-----|---|
| PO1 | Graduates can have strong fundamentals in their specific discipline along with DIGITAL STRATEGIC knowledge.   |
| PO2 | To increase student's ability to communicate effectively with the community /society in verbal /written courage for such as to give or receive clear instruction. |
| PO3 | To enhance their ability to understand and identify the professional and ethical responsibilities.  |
| PO4 | To enrich their personality and character development   |

**PROGRAMME SPECIFIC OUTCOMES: (PSOs)**

Upon completion of Bachelor of Business Administration (Logistics) Degree, STUDENTS are able to achieve the following outcomes.

|      |   |
|------|---|
| PSO1 | Ability to grasp Business Consultant / Management Analyst, Marketing, and Materials /stores Assistants, Logistics Operations Manager, Supply Chain Manager, Customer Service Manager. Distribution Center Officer, Financial Assistant, Human Resource Assistant, Freight Coordinator, Cargo Operations Executive |
| PSO2 | Ability to understand how materials management, Information System and other functions fits into logistics and help students to analyze situations, set objectives, strategy and planning to achieve the goal in logistics supply chain domain.   |
| PSO3 | Ability to understand the concepts, procedure of logistics and how logistics, supply chain management, FOREX, channels of Distribution fit in to business via., manufacturing, Service and Project.   |
| PSO4 | Knowledge of the functional areas of organizations and how they relate to each other, To identify the various challenges and scope in logistic sector.  |

## **GRADUATE ATTRIBUTES**

- DISCIPLINE KNOWLEDGE
- PROBLEM ANALYSIS
- CRITICAL THINKING
- MODERN TOOLS USAGE
- SOFT SKILLS
- SELF LEARNING
- LIFE LONG LEARNING
- INDIVIDUAL & TEAMWORK
- PROJECT MANAGEMENT & FINANCE

**PROGRAMME: B.B.A (Logistics)**  
**(Effective from the Academic Year 2020 - 2021)**  
**Structure, Credits & Marks Distribution**

| Sl No.       | Course Type  | Number of Courses | Credits | Marks       | Total Credits |
|--------------|--|-------------------|---------|-------------|---------------|
| 1            | Multi-Indian/ International Languages (MIL)                                  | 2                 | 4       | 200         | 8             |
| 2            | Ability Enhancement Compulsory Courses (AECC) – (I & II) : Group-I (English) | 2                 | 4       | 200         | 8             |
| 3            | Ability Enhancement Compulsory Courses (AECC) –( II & IV) : Group-II         | 2                 | 1+3     | 200         | 4             |
| 4            | Discipline Specific Courses (DSC)  | 12                | 6       | 1200        | 72            |
| 5            | Discipline Specific Elective Courses (DSE)                                   | 4+1               | 6       | 500         | 30            |
| 6            | Extra Disciplinary Course (EDC) (DSE)  | 1                 | 6       | 100         | 6             |
| 7            | Skill Enhancement Courses (SEC)  | 2+1               | 4       | 200         | 8             |
| 8            | ALCTA– e Learning in MOOC platform   | 1                 | 4*      | Pass        | 4*            |
| 9            | Non Credit Courses – Group I   | 2                 | -       | Grade       | -             |
| 10           | Non Credit Courses – Group II  | 4                 | -       | Completed   | -             |
| <b>Total</b> |  |                   |         | <b>2600</b> | <b>136+4*</b> |

| <b>MULTI-INDIAN/ INTERNATIONAL LANGUAGES (MIL)</b> |                |   |   |   |     |     |            |          |
|--|----------------|---|---|---|-----|-----|------------|----------|
| Course   | Course Name    | L | T | P | CIA | ESE | Total      | Credits  |
| <b>Two Courses – Any ONE Group</b>                 |                |   |   |   |     |     |            |          |
| <b>Group I</b>                                     |                |   |   |   |     |     |            |          |
| MIL  | Tamil - I      | 6 | - | - | 25  | 75  | 100        | 4        |
| MIL  | Tamil - II     | 6 | - | - | 25  | 75  | 100        | 4        |
| <b>Group II</b>                                    |                |   |   |   |     |     |            |          |
| MIL  | Hindi - I      | 6 | - | - | 25  | 75  | 100        | 4        |
| MIL  | Hindi - II     | 6 | - | - | 25  | 75  | 100        | 4        |
| <b>Group III</b>                                   |                |   |   |   |     |     |            |          |
| MIL  | Malayalam - I  | 6 | - | - | 25  | 75  | 100        | 4        |
| MIL  | Malayalam - II | 6 | - | - | 25  | 75  | 100        | 4        |
| <b>Group IV</b>                                    |                |   |   |   |     |     |            |          |
| MIL  | French - I     | 6 | - | - | 25  | 75  | 100        | 4        |
| MIL  | French - II    | 6 | - | - | 25  | 75  | 100        | 4        |
| <b>Group V</b>                                     |                |   |   |   |     |     |            |          |
| MIL  | Arabic - I     | 6 | - | - | 25  | 75  | 100        | 4        |
| MIL  | Arabic - II    | 6 | - | - | 25  | 75  | 100        | 4        |
| <b>Total</b>                                       |                |   |   |   |     |     | <b>200</b> | <b>8</b> |

**ABILITY ENHANCEMENT COMPULSORY COURSES (AECC) - GROUP I : ( I & II SEMESTER)**

| <b>Course</b> | <b>Course Name</b> | <b>L</b> | <b>T</b> | <b>P</b> | <b>CIA</b> | <b>ESE</b> | <b>Total</b> | <b>Credits</b> |
|---------------|--------------------|----------|----------|----------|------------|------------|--------------|----------------|
| AECC – G-I    | English - I        | 6        | -        | -        | 25         | 75         | 100          | 4              |
| AECC – G-I    | English - II       | 6        | -        | -        | 25         | 75         | 100          | 4              |
| <b>Total</b>  |                    |          |          |          |            |            | <b>200</b>   | <b>8</b>       |

**ABILITY ENHANCEMENT COMPULSORY COURSES (AECC) - GROUP II : ( II & IV SEMESTER)**

| <b>Course</b>   | <b>Course Name</b>    | <b>L</b> | <b>T</b> | <b>P</b> | <b>CIA</b> | <b>ESE</b> | <b>Total</b> | <b>Credits</b> |
|-----------------|-----------------------|----------|----------|----------|------------|------------|--------------|----------------|
| AECC – G-II - 1 | Environmental Studies | 1        | -        | -        | 100        | -          | 100          | 1              |
| AECC – G-II - 2 | Aptitude              | 3        | -        | -        | 100        | -          | 100          | 3              |
| <b>Total</b>    |                       |          |          |          |            |            | <b>200</b>   | <b>4</b>       |

| DISCIPLINE SPECIFIC COURSES (DSC) |                                     |   |   |   |     |     |             |           |
|-----------------------------------|-------------------------------------|---|---|---|-----|-----|-------------|-----------|
| Course                            | Course Name                         | L | T | P | CIA | ESE | Total       | Credits   |
| DSC - I                           | Principles of Management            | 4 | - | 4 | 25  | 75  | 100         | 6         |
|                                   |                                     |   |   |   | 40  | 60  |             |           |
| DSC - II                          | Mathematics for Management          | 5 | 1 | - | 25  | 75  | 100         | 6         |
| DSC - III                         | Financial Accounting                | 4 | - | 4 | 25  | 75  | 100         | 6         |
|                                   |                                     |   |   |   | 40  | 60  |             |           |
| DSC - IV                          | Basics of Logistics                 | 4 | - | 4 | 25  | 75  | 100         | 6         |
|                                   |                                     |   |   |   | 40  | 60  |             |           |
| DSC - V                           | International Marketing             | 4 | - | 4 | 25  | 75  | 100         | 6         |
|                                   |                                     |   |   |   | 40  | 60  |             |           |
| DSC - VI                          | Foreign Exchange Management (FOREX) | 5 | 1 | - | 25  | 75  | 100         | 6         |
| DSC - VII                         | Human Resource Management           | 4 | - | 4 | 25  | 75  | 100         | 6         |
|                                   |                                     |   |   |   | 40  | 60  |             |           |
| DSC - VIII                        | Supply Chain Management             | 4 | - | 4 | 25  | 75  | 100         | 6         |
|                                   |                                     |   |   |   | 40  | 60  |             |           |
| DSC - IX                          | Cost Accounting                     | 4 | - | 4 | 25  | 75  | 100         | 6         |
|                                   |                                     |   |   |   | 40  | 60  |             |           |
| DSC - X                           | Research Methodology                | 4 | - | 4 | 25  | 75  | 100         | 6         |
|                                   |                                     |   |   |   | 40  | 60  |             |           |
| DSC - XI                          | Logistics Information System        | 4 | - | 4 | 25  | 75  | 100         | 6         |
|                                   |                                     |   |   |   | 40  | 60  |             |           |
| DSC - XII                         | Global Trade Procedures             | 5 | 1 | - | 25  | 75  | 100         | 6         |
| <b>Total</b>                      |                                     |   |   |   |     |     | <b>1200</b> | <b>72</b> |

| <b>DISCIPLINE SPECIFIC ELECTIVE COURSES (DSE) I : (III SEMESTER)</b> |                      |   |   |   |     |     |            |          |
|--|----------------------|---|---|---|-----|-----|------------|----------|
| Course   | Course Name          | L | T | P | CIA | ESE | Total      | Credits  |
| <b>One Course – From the Group</b>                                   |                      |   |   |   |     |     |            |          |
| DSE - I  | Materials Management | 4 | - | 4 | 25  | 75  | 100        | 6        |
|  |                      |   |   |   | 40  | 60  |            |          |
| DSE - I  | Retail Logistics     | 4 | - | 4 | 25  | 75  | 100        | 6        |
|  |                      |   |   |   | 40  | 60  |            |          |
| <b>Total</b>   |                      |   |   |   |     |     | <b>100</b> | <b>6</b> |

| <b>DISCIPLINE SPECIFIC ELECTIVE COURSES (DSE) II : (IV SEMESTER)</b> |                              |   |   |   |     |     |            |          |
|--|------------------------------|---|---|---|-----|-----|------------|----------|
| Course   | Course Name                  | L | T | P | CIA | ESE | Total      | Credits  |
| <b>One Course – From the Group</b>                                   |                              |   |   |   |     |     |            |          |
| DSE - II   | Shipping and Port Management | 4 | - | 4 | 25  | 75  | 100        | 6        |
|  |                              |   |   |   | 40  | 60  |            |          |
| DSE – II   | Business Economics           | 4 | - | 4 | 25  | 75  | 100        | 6        |
|  |                              |   |   |   | 40  | 60  |            |          |
| <b>Total</b>   |                              |   |   |   |     |     | <b>100</b> | <b>6</b> |

| <b>DISCIPLINE SPECIFIC ELECTIVE COURSES (DSE) III : (V SEMESTER)</b> |                                     |   |   |   |     |     |            |          |
|--|-------------------------------------|---|---|---|-----|-----|------------|----------|
| Course   | Course Name                         | L | T | P | CIA | ESE | Total      | Credits  |
| <b>One Course – From the Group</b>                                   |                                     |   |   |   |     |     |            |          |
| DSE - III  | International Business Management   | 4 | - | 4 | 25  | 75  | 100        | 6        |
|  |                                     |   |   |   | 40  | 60  |            |          |
| DSE - III  | Basics of Multimodal Transportation | 4 | - | 4 | 25  | 75  | 100        | 6        |
|  |                                     |   |   |   | 40  | 60  |            |          |
| <b>Total</b>   |                                     |   |   |   |     |     | <b>100</b> | <b>6</b> |

| DISCIPLINE SPECIFIC ELECTIVE COURSES (DSE) IV : (VI SEMESTER) |                                  |   |   |   |     |     |            |          |
|---|----------------------------------|---|---|---|-----|-----|------------|----------|
| Course  | Course Name                      | L | T | P | CIA | ESE | Total      | Credits  |
| <b>One Course – From the Group</b>                            |                                  |   |   |   |     |     |            |          |
| DSE –IV   | Marine Insurance                 | 4 | - | 4 | 25  | 75  | 100        | 6        |
|   |                                  |   |   |   | 40  | 60  |            |          |
| DSE – IV  | Customer Relationship Management | 4 | - | 4 | 25  | 75  | 100        | 6        |
|   |                                  |   |   |   | 40  | 60  |            |          |
| <b>Total</b>  |                                  |   |   |   |     |     | <b>100</b> | <b>6</b> |

| DISCIPLINE SPECIFIC ELECTIVE COURSES (DSE) V: (V- SEMESTER) |                                   |   |   |   |     |     |            |          |
|---|-----------------------------------|---|---|---|-----|-----|------------|----------|
| DSE – V - EXTRA DISCIPLINARY COURSE :(EDC)                  |                                   |   |   |   |     |     |            |          |
| Course  | Course Name                       | L | T | P | CIA | ESE | Total      | Credits  |
| <b>One Course – From the Group</b>                          |                                   |   |   |   |     |     |            |          |
| B.A. English  | Professional Communication        | 5 | 1 | - | 25  | 75  | 100        | 6        |
| BBA   | Entrepreneurship                  | 5 | 1 | - | 25  | 75  | 100        | 6        |
| BBA (CA)  | Project Management                | 5 | 1 | - | 25  | 75  | 100        | 6        |
| BBA LOGISTICS   | International Logistics           | 5 | 1 | - | 25  | 75  | 100        | 6        |
| B.COM   | Insurance and Risk Management     | 5 | 1 | - | 25  | 75  | 100        | 6        |
| B.COM (CA)  | Social Media Marketing            | 5 | 1 | - | 25  | 75  | 100        | 6        |
| B.COM (IT)  | E-Commerce                        | 5 | 1 | - | 25  | 75  | 100        | 6        |
| B.COM (PA)  | Indian Tax System                 | 5 | 1 | - | 25  | 75  | 100        | 6        |
| B.COM (BA)  | Digital marketing                 | 5 | 1 | - | 25  | 75  | 100        | 6        |
| BCA   | Responsive Web Design             | 5 | 1 | - | 25  | 75  | 100        | 6        |
| B.Sc., (CS)   | Business Analytics                | 5 | 1 | - | 25  | 75  | 100        | 6        |
| B.Sc., (IT)   | Big Data Engineering              | 5 | 1 | - | 25  | 75  | 100        | 6        |
| B.Sc., CSHM   | Hospitality Management            | 5 | 1 | - | 25  | 75  | 100        | 6        |
| B.Sc., ECS  | Fundamentals of Digital Computers | 5 | 1 | - | 25  | 75  | 100        | 6        |
| B.Sc., MATHS  | Computational Mathematics         | 5 | 1 | - | 25  | 75  | 100        | 6        |
| B.Sc., BC   | Health Management                 | 5 | 1 | - | 25  | 75  | 100        | 6        |
| B.Sc., BT   | Forensic Science                  | 5 | 1 | - | 25  | 75  | 100        | 6        |
| B.Sc., MB   | Microbes – Health & Disease       | 5 | 1 | - | 25  | 75  | 100        | 6        |
| B.Sc., N&D  | Health & Life Style Disorders     | 5 | 1 | - | 25  | 75  | 100        | 6        |
| <b>Total</b>  |                                   |   |   |   |     |     | <b>100</b> | <b>6</b> |



**DISCIPLINE SPECIFIC ELECTIVE COURSES (DSE) VI : (VI SEMESTER)**

| Course                             | Course Name   | L | T | P | CIA | ESE | Total      | Credits  |
|------------------------------------|---|---|---|---|-----|-----|------------|----------|
| <b>One Course – From the group</b> |   |   |   |   |     |     |            |          |
| DSE –VI                            | Project Report and Viva voce                        | - | - | - | 40  | 60  | 100        | 6        |
| DSE – VI                           | Industrial Exposure Training Report and Viva – Voce | - | - | - | 40  | 60  | 100        | 6        |
| <b>Total</b>                       |   |   |   |   |     |     | <b>100</b> | <b>6</b> |

**SKILL ENHANCEMENT COURSES : GROUP I (III & IV SEMESTER)**

| Course       | Course Name               | L | T | P | CIA | ESE | Total      | Credits  |
|--------------|---------------------------|---|---|---|-----|-----|------------|----------|
| SEC – GI-1   | Communicative Skills - I  | 2 | - | - | 50  | -   | 50         | 2        |
| SEC – GI-2   | Communicative Skills - II | 2 | - | - | 50  | -   | 50         | 2        |
| <b>Total</b> |                           |   |   |   |     |     | <b>100</b> | <b>4</b> |

**SKILL ENHANCEMENT COURSES : GROUP II (V SEMESTER)**

| Course               | Course Name                           | L | T | P | CIA | ESE | Total      | Credits  |
|----------------------|---------------------------------------|---|---|---|-----|-----|------------|----------|
| <b>Any ONE Group</b> |                                       |   |   |   |     |     |            |          |
| <b>Group A</b>       |                                       |   |   |   |     |     |            |          |
| SEC –GII – A1        | Placement - College to Corporate - I  | 2 | - | - | 50  | -   | 50         | 2        |
| SEC –GII – A2        | Placement - College to Corporate - II | 2 | - | - | 50  | -   | 50         | 2        |
| <b>Group B</b>       |                                       |   |   |   |     |     |            |          |
| SEC – GII – B        | Green Logistics                       | 4 | - | - | 100 | -   | 100        | 4        |
| <b>Total</b>         |                                       |   |   |   |     |     | <b>100</b> | <b>4</b> |

**NON-CREDIT COURSE – GROUP I (III & IV SEMESTER)**

|                              |                           |                      |       |
|------------------------------|---------------------------|----------------------|-------|
| NCC – G1-1<br>(III Semester) | Professional English - I  | RVS Training Academy | Grade |
| NCC – G1-2<br>(IV Semester)  | Professional English - II | RVS Training Academy | Grade |

**NON-CREDIT COURSE – GROUP II (I - IV SEMESTER)****Any ONE Course**

|            |                                   |                     |            |
|------------|-----------------------------------|---------------------|------------|
| NCC – G II | National Service Scheme           | NSS                 | Completion |
|            | National Cadet Corps              | NCC                 | Completion |
|            | Sports                            | Physical Education  | Completion |
|            | Literacy & Cultural Club          | Language Department | Completion |
|            | Youth Red Cross / Red Ribbon Club | YRC                 | Completion |
|            | Fine Arts Club                    | Language Department | Completion |

**EXTRA OPTIONAL CREDIT COURSE (ALCTA) I – VI SEMESTER****Any ONE Course with 4 Extra Credits**

|                 |                             |           |            |
|-----------------|-----------------------------|-----------|------------|
| I – VI Semester | e-Learning in MOOC Platform | 4 Credits | Completion |
|-----------------|-----------------------------|-----------|------------|

**RATHNAVEL SUBRAMANIAM COLLEGE OF ARTS & SCIENCE (Autonomous)**

**Sulur, Coimbatore – 641 402**

**SCHEME OF EXAMINATIONS**

**(BACHELOR OF BUSINESS ADMINISTRATION - LOGISTICS)**

**(2020-21 BATCH)**

| Semester     | Course Opted              | Course Name   | D | L | T         | P | CIA | ESE | Marks      | Credits   |
|--------------|---------------------------|---|---|---|-----------|---|-----|-----|------------|-----------|
| <b>I</b>     | MIL - I                   | Tamil-I/Hindi-I / Malayalam – I/<br>French-I/Arabic- I  | 3 | 6 | -         | - | 25  | 75  | 100        | 4         |
|              | AECC – G I -1             | English-I   | 3 | 6 | -         | - | 25  | 75  | 100        | 4         |
|              | DSC – I                   | Principles of Management                                | 3 | 4 | -         | 4 | 25  | 75  | 100        | 6         |
|              |                           |   | 4 |   |           |   | 40  | 60  |            |           |
|              | DSC – II                  | Mathematics for Management                              | 3 | 5 | 1         | - | 25  | 75  | 100        | 6         |
|              | NCC – GII                 | NCC/NSS/ SPORTS/CULTURALS                               | - | 1 | -         | - | -   | -   | -          | -         |
|              | LIB                       | Library   | - | 1 | -         | - | -   | -   | -          | -         |
| <b>Total</b> |                           |   |   |   | <b>28</b> |   |     |     | <b>400</b> | <b>20</b> |
| <b>II</b>    | MIL-II                    | Tamil-II/Hindi-II/Malayalam –<br>II/French-II/Arabic-II | 3 | 6 | -         | - | 25  | 75  | 100        | 4         |
|              | AECC – GI -2              | English-II  | 3 | 6 | -         | - | 25  | 75  | 100        | 4         |
|              | DSC – III                 | Financial Accounting                                    | 3 | 4 | -         | 4 | 25  | 75  | 100        | 6         |
|              |                           |   | 3 |   |           |   | 40  | 60  |            |           |
|              | DSC – IV                  | Basics of Logistics                                     | 3 | 4 | -         | 4 | 25  | 75  | 100        | 6         |
|              |                           |   | 4 |   |           |   | 40  | 60  |            |           |
|              | AECC – G II -<br>1        | Environmental Studies                                   | 3 | 1 | -         | - | 100 | -   | 100        | 1         |
| NCC – G II   | NCC/NSS/ SPORTS/CULTURALS | -   | 1 | - | -         | - | -   | -   | -          |           |
| <b>Total</b> |                           |   |   |   | <b>30</b> |   |     |     | <b>500</b> | <b>21</b> |

| Semester     | Course Opted    | Course Name                         | D | L | T         | P         | CIA   | ESE | Marks      | Credits    |
|--------------|-----------------|-------------------------------------|---|---|-----------|-----------|-------|-----|------------|------------|
| III          | DSC – V         | International Marketing             | 3 | 4 | -         | 4         | 25    | 75  | 100        | 6          |
|              |                 |                                     | 4 |   |           |           | 40    | 60  |            |            |
|              | DSC – VI        | Foreign Exchange Management (FOREX) | 3 | 5 | 1         | -         | 25    | 75  | 100        | 6          |
|              | DSE - I         | Elective - I                        | 3 | 5 | 1         |           | 25    | 75  | 100        | 6          |
|              | SEC – G I – 1   | Communicative Skills - I            | 3 | 2 | -         | -         | 50    | -   | 50         | 2          |
|              | NCC – G I -1    | Professional English - I            | 3 | 2 | -         | -         | Grade |     |            |            |
|              | NCC – G II      | NCC/NSS/ SPORTS/CULTURALS           | - | 1 | -         | -         | -     | -   | -          | -          |
|              | <b>Total</b>    |                                     |   |   |           | <b>25</b> |       |     |            | <b>350</b> |
| IV           | DSC – VII       | Human Resource Management           | 3 | 4 | -         | 4         | 25    | 75  | 100        | 6          |
|              |                 |                                     | 4 |   |           |           | 40    | 60  |            |            |
|              | DSC – VIII      | Supply Chain Management             | 3 | 4 | -         | 4         | 25    | 75  | 100        | 6          |
|              |                 |                                     | 4 |   |           |           | 40    | 60  |            |            |
|              | DSE - II        | Elective - II                       | 3 | 4 | -         | 4         | 25    | 75  | 100        | 6          |
|              |                 |                                     | 3 |   |           |           | 40    | 60  |            |            |
|              | SEC – G I - 2   | Communicative Skills - II           | 3 | 2 | -         | -         | 50    | -   | 50         | 2          |
|              | AECC – G II - 2 | Aptitude                            | 3 | 3 | -         | -         | 100   | -   | 100        | 3          |
|              | NCC – G I - 2   | Professional English - II           | 3 | 2 | -         | -         | Grade |     |            |            |
|              | NCC – G II      | NCC/NSS/ SPORTS/CULTURALS           | - | 1 | -         | -         | -     | -   | -          | -          |
| LIB          | Library         | -                                   | 1 | - | -         | -         | -     | -   | -          |            |
| <b>Total</b> |                 |                                     |   |   | <b>33</b> |           |       |     | <b>450</b> | <b>23</b>  |

| Semester     | Course Opted                  | Course Name                           | D | L | T         | P                  | CIA | ESE | Marks       | Credits             |           |
|--------------|-------------------------------|---------------------------------------|---|---|-----------|--------------------|-----|-----|-------------|---------------------|-----------|
| V            | DSC – IX                      | Cost Accounting                       | 3 | 4 | -         | 4                  | 25  | 75  | 100         | 6                   |           |
|              |                               |                                       | 4 |   |           |                    | 40  | 60  |             |                     |           |
|              | DSC – X                       | Research Methodology                  | 3 | 4 | -         | 4                  | 25  | 75  | 100         | 6                   |           |
|              |                               |                                       | 3 |   |           |                    | 40  | 60  |             |                     |           |
|              | DSE – III                     | Elective - III                        | 3 | 4 | -         | 4                  | 25  | 75  | 100         | 6                   |           |
|              |                               |                                       | 3 |   |           |                    | 40  | 60  |             |                     |           |
|              | EDC                           | Elective                              | 3 | 5 | 1         | -                  | 25  | 75  | 100         | 6                   |           |
|              | <b>Any ONE Group</b>          |                                       |   |   |           |                    |     |     |             |                     |           |
|              | <b>Group A</b>                |                                       |   |   |           |                    |     |     |             |                     |           |
|              | SEC – G II – A - 1            | Placement - College to Corporate - I  | 3 | 2 | -         | -                  | 50  | -   | 50          | 2                   |           |
|              | SEC – G II – A - 2            | Placement - College to Corporate - II |   | 2 | -         | -                  | 50  | -   | 50          | 2                   |           |
|              | <b>Group B</b>                |                                       |   |   |           |                    |     |     |             |                     |           |
|              | SEC – G II – B                | Green Logistics                       | 3 | 4 | -         | -                  | 100 | -   | 100         | 4                   |           |
| NCC – G II   | NCC/NSS/SPORTS/CULTURAL S     | -                                     | 1 | - | -         | Good/ Satisfactory |     |     |             |                     |           |
| <b>Total</b> |                               |                                       |   |   | <b>35</b> |                    |     |     | <b>500</b>  | <b>28</b>           |           |
| VI           | DSC - XI                      | Logistics Information System          | 3 | 4 | -         | 4                  | 25  | 75  | 100         | 6                   |           |
|              |                               |                                       | 3 |   |           |                    | 40  | 60  |             |                     |           |
|              | DSC – XII                     | Global Trade Procedures               | 3 | 5 | 1         | -                  | 25  | 75  | 100         | 6                   |           |
|              |                               |                                       | 3 |   |           |                    | 40  | 60  |             |                     |           |
|              | DSE - IV                      | Elective - IV                         | 3 | 4 | -         | 4                  | 25  | 75  | 100         | 6                   |           |
|              |                               |                                       | 3 |   |           |                    | 40  | 60  |             |                     |           |
|              | DSE - V                       | Elective – V                          | 3 | - | -         | -                  | 40  | 60  | 100         | 6                   |           |
| ALCTA *      | (e-Learning in MOOC Platform) | Extra Credits                         |   |   |           |                    |     |     | 4*          |                     |           |
| <b>Total</b> |                               |                                       |   |   |           |                    |     |     | <b>22</b>   | <b>400</b>          | <b>28</b> |
| <b>TOTAL</b> |                               |                                       |   |   |           |                    |     |     | <b>2600</b> | <b>136 +4* =140</b> |           |

## **ABBREVIATIONS**

|         |   |
|---------|---|
| MIL     | - Multi Indian/ International Languages                                 |
| AECC-G1 | - Ability Enhancement Compulsory Courses – I & II: Group - I (English)  |
| AECC-G2 | - Ability Enhancement Compulsory Courses – II & II: Group - II          |
| DSC     | - Discipline Specific Courses   |
| DSE     | - Discipline Specific Elective Courses                                  |
| EDC     | - Extra Disciplinary Course   |
| NCC     | - Non-Credit Course   |
| SEC     | - Skill Enhancement Courses (Group-I & II)                              |
| ALCTA   | - Advanced Learners Course in Thrust Areas– e Learning in MOOC platform |

### **DSE I - Discipline Specific Elective Courses I: (III Semester)**

1. Materials Management
2. Business Economics

### **DSE II - Discipline Specific Elective Courses II: (IV Semester)**

1. Shipping and Port Management
2. Retail Logistics

### **DSE III - Discipline Specific Elective Courses III: (V Semester)**

1. International Business Management
2. Basics of Multimodal Transportation

### **DSE IV- Discipline Specific Elective Courses IV: (VI Semester)**

1. Marine Insurance
2. Customer Relationship Management

### **DSE V- Discipline Specific Elective Courses V: (VI Semester)**

1. Project Report and Viva voce
2. Industrial Exposure Training Report and Viva Voce

### **EDC – Extra Disciplinary course - LIST ENCLOSED**

### **NCC - I (Non – Credit course) Group – I**

The assessment will be done by RVS Training Academy and grade will be given based on internal evaluation in the respective semester

### **NCC – II (Non – Credit Course) Group – II**

The students shall complete the activities in the concerned semester and completion status will be mentioned in their fifth semester mark statement. However, completing the activities listed in Group – II is mandatory to complete their degrees.

## SEMESTER – I

|  |                                 |
|--|---------------------------------|
| Course Title : <b>PRINCIPLES OF MANAGEMENT (T)</b> | Course Code : <b>13 A</b>       |
| Semester : <b>C</b>                                | Course Group : <b>DSC - I</b>   |
| Teaching Scheme in Hrs (L:T:P) : <b>4:0:0</b>      | Credits : <b>4</b>              |
| Map Code: <b>D (THEORY APPLICATION)</b>            | Total Contact Hours : <b>60</b> |
| CIA : <b>25 Marks</b>                              | SEE # : <b>75 Marks</b>         |
| Programme: <b>BBA/BBACA/BBA LOGISTICS</b>          | # - <b>Semester End Exam</b>    |

| No. | Course Outcome (Cos): After completion of this course, the students will be able to                                | PSOs | Cl. Ses /hrs | CL |
|-----|--|------|--------------|----|
| CO1 | Understand basic concepts of management, roles and skills needed for management                                    | PSO4 | 12           | U  |
| CO2 | Apply the planning process for various managerial activities   | PSO4 | 6            | Ap |
| CO3 | Able to analysis and make effective Decision   | PSO4 | 6            | An |
| CO4 | Understand the various types of organization structure and able to recruit and select right persons for right jobs | PSO4 | 12           | U  |
| CO5 | Understand the importance of proper directing, motivation and effective leadership for an organizational success   | PSO4 | 12           | U  |
| CO6 | Able to bring effective control, coordination among workers, between management and workers                        | PSO4 | 12           | U  |

### UNIT-I

**LECTURE HOURS: 12**

**Management:** Introduction of management (Meaning, Features, Importance of management, Management vs Administration) - Functions of Management (Functions: Planning, Organizing, Staffing, Directing, Controlling Nature: Management - Science or Art)

**Development of Management Thought:** Techniques of scientific management (Functional foremanship, Standardization and simplification of work, Work study, Differential piece wage system) - Principles of Management by F.W Taylor (Science is not rule of thumb, Harmony - Not discord, Co-operation, Not individualism, Development of each and every person.) - Principles of Management by Henry Fayol (14 principles), **levels of management:** Functions at various levels of management (Top management, Middle management, Supervisory management)

### UNIT-II

**LECTURE HOURS: 12**

**Planning:** Introduction (Meaning, Features, Importance of Planning) - Steps in Planning (Perception of opportunities to Integration of plans (11 steps)) - Types of Planning (Corporate and functional, Strategic and operational planning, Long-term and short-term planning, Proactive and reactive planning, Formal and Informal planning), **Organizational plans:** Introduction to MBO (Definition and features, Benefits and Limitation) - Process of MBO (5 various steps (Process)), **Decision – Making:** Introduction (Meaning, Features and Types) – Process (Specific objectives to results (7steps)) - Effective decision and guidelines for making effective decision (Action oriented, Goal oriented, Efficiency in implementation (5 guidelines for making decision))

### UNIT-III

**LECTURE HOURS: 12**

**Organizing:** Introduction (Meaning of organizing, advantages) - Factors affecting organization structure (Environment, Strategy, Technology, Size, People) - Design of organizational structure (Formal and informal organizations and characteristics, Features of good organizational structure) - Forms of organizational structure (Line, Staff / Functional, Divisional Matrix, Committee, Task force, Free-Form), **Staffing:** Introduction (Meaning, Features of Staffing, Importance of Staffing ), **Recruitment and selection:** Introduction to recruitment and selection (Meaning and Features (concepts), Sources of recruitment) - Selection (Meaning, Selection Tests).

### UNIT-IV

**LECTURE HOURS: 12**

**Directing:** Introduction (Meaning, Features, Elements of Directing)- Principles of Directing (Principles related to purpose of directing, Principles related to directing process) – Techniques (Orders and instructions, Follow-up, Standard practices, Behavioral pattern), **Motivation:** Introduction (Meaning, Nature, Importance, Types of needs) - Theories of motivation (Maslow's Hierarchy Need Theory Herzberg's hygiene theory, McClelland's Need theory) **Leadership:** Introduction (Meaning, Features, Importance)

### UNIT-V

**LECTURE HOURS: 12**

**Controlling:** Introduction – Types (Meaning, Importance, Controlling process, Types (Strategic and Operational) - Control Areas (13 points of control areas )- Effective control systems (Design and Essentials), **Communication:** Introduction (Meaning, Communication process, Significance) - Forms of communication - Barriers to effective Communication & Measures for overcoming barriers (Semantic, Psychological, Organizational, Personal and 8 points of overcoming measures) , **Co-Ordination:** Introduction (Meaning, Features, Needs and Importance, Types) - Techniques of effective coordination (Essentials, Principles).

### TEXT BOOKS:

**T1.** L.M. Prasad, Ninth Edition (2015), Principles and Practice of Management, Sultan Chand & Sons Ltd., New Delhi.

**REFERENCE BOOKS:R1.** Ramasamy, (2010) Principles of Management, Himalaya Publishing



|  |                                 |
|--|---------------------------------|
| Course Title : <b>PRINCIPLES OF MANAGEMENT (P)</b> | Course Code : <b>13 P</b>       |
| Semester : <b>I</b>                                | Course Group : <b>DSC - I</b>   |
| Teaching Scheme in Hrs (L:T:P) : <b>0:0:4</b>      | Credits : <b>2</b>              |
| Map Code: <b>K (PRACTICAL APPLICATION)</b>         | Total Contact Hours : <b>60</b> |
| CIA : <b>40 Marks</b>                              | SEE # : <b>60 Marks</b>         |
| Programme: <b>BBA/BBA CA /BBA LOGISTICS</b>        | # - <b>Semester End Exam</b>    |

## LIST OF EXPERIMENTS

### UNIT - I

1. Collect and assess the various managerial skills of different cadres in your institution.
2. Prepare a report on Henry Fayols principles of management with reference to any Organization /Retail outlet.
3. List out top 25 organization in India with founders & CEO (Different Sectors).
4. Prepare a strategic plan for department events for the academic year.
5. Draw and develop an effective organization structure of any sector of your own.
6. Develop a Decision Making process to buy any consumer durable product.
7. As a personnel consultant trainee prepare a job specification and job description for any specific job in an organization.
8. Analyze and suggest a strategy to be adopted to motivate and increase the class performance.
9. Assess and measure the communicative styles among your classmates and present some strategies for their improvement.
10. Compare the management practices of United States, Japanese and Chinese and prepare a report.
11. Compare the management practices of any three prominent business leaders (2 Indian and 1 International).
12. Case study analysis.

|   |                                 |
|---|---------------------------------|
| Course Title :<br><b>MATHEMATICS FOR MANAGEMENT</b> | Course Code : 13 B              |
| Semester : <b>I</b>                                 | Course Group : <b>DSC - II</b>  |
| Teaching Scheme in Hrs (L: T:P): <b>5:1:0</b>       | Credits : <b>6</b>              |
| Map Code: <b>F (PROBLEM ANALYSIS)</b>               | Total Contact Hours : <b>90</b> |
| CIA : <b>25 Marks</b>                               | SEE # : <b>75 Marks</b>         |
| Programme: <b>BBA/BBA CA /BBA LOGISTICS</b>         | # - <b>Semester End Exam</b>    |

| No  | Course Outcome (Cos): After completion of this course, the students will be able to | PSOs | Cl.Ses/hrs. | CL |
|-----|---|------|-------------|----|
| CO1 | Recall the mathematical notation of Sequence and Series and set theory.             | PSO4 | 18          | R  |
| CO2 | Describe the fundamental principles of mathematical finance.                        | PSO4 | 9           | U  |
| CO3 | Explain the course material along with techniques and procedures covered in matrix. | PSO4 | 9           | U  |
| CO4 | Develop specific skills under Measures of Central Tendency and Dispersion           | PSO4 | 18          | AP |
| CO5 | Solve the Index numbers.  | PSO4 | 18          | AP |
| CO6 | Compute the Analysis of time series.  | PSO4 | 18          | AP |

### UNIT-I

**LECTURE HOUR:18**

**Sequence and Series(Topic):** Arithmetic Progression(Definition) & (Related Problems) - Sum of natural numbers(Related Problems) – Arithmetic Mean(Related Problems) – Geometric Mean(Related Problems) – Venn diagram(Diagram representations) – Set operations(Definition) & (Related Problems) – Law and properties of sets(Derivation for properties) – Cartesian product(Definition) & (Related Problems).

### UNIT-II:

**LECTURE HOUR:18**

**Mathematics for finance(Topic) :** Simple interest(Formulas & Related Problems) - Compound interest(Formulas & Related Problems) – Simple problems(Examples). **Matrices(Topic):** Definitions(Definition) – Types of Matrices(Definition & Examples) – Addition(Examples) – Subtraction(Examples) – Multiplication(Examples) – Cramer’s rule(Related Problems) – Inverse of a matrix(Related Problems).

### UNIT-III

**LECTURE HOUR:18**

**Measures of Central Tendency(Topic):** Mean(Formulas & Examples) – Median(Formulas & Examples) – Mode(Formulas & Examples) (only direct method). **Measures of Dispersion(Topic):**

Range(Formulas & Examples)- Quartile deviation(Formulas & Examples) – Mean deviation(Formulas & Examples) – Standard deviation(Formulas & Examples).

**UNIT-IV:**

**LECTURE HOUR:18**

**Index numbers(Topic):** Characteristics of Index numbers(Explanations) – Uses(Explanations) – Weighted aggregates method(Formulas & Related Problems) – Test of consistency(Formulas & Related Problems) - Problems in the consistency of Index numbers(Related Problems).

**UNIT-V:**

**LECTURE HOUR:18**

**Analysis of time series(Topic):** Uses(Explanations) – Graphic method(Related Problems) – Method of semi averages(Related Problems) – Method of moving averages(Related Problems) – Period of moving average(Related Problems) - Method of least squares(Related Problems) – Seasonal variation(Related Problems).

**TEXT BOOKS:**

T1. Business Mathematics and Statistics | Edition: | Jai Publishers | PA.Navnitham.

**Reference Books :**

R1.Business Mathematics and statistics | Edition: | Margam Publications, Chennai | Dr.P.R. Vittal

## SEMESTER – II

|   |                                 |
|---|---------------------------------|
| Course Title : <b>FINANCIAL ACCOUNTING(T)</b> | Course Code : 23 A              |
| Semester : <b>II</b>                          | Course Group : <b>DSC - III</b> |
| Teaching Scheme in Hrs (L: T:P): <b>4:0:0</b> | Credits : <b>4</b>              |
| Map Code: <b>C (THEORY CONCEPTS)</b>          | Total Contact Hours : <b>60</b> |
| CIA : <b>25 Marks</b>                         | SEE # : <b>75 Marks</b>         |
| Programme: <b>BBA/BBACA/BBA LOGISTICS</b>     | # - <b>Semester End Exam</b>    |

**THEORY 20%PROBLEM 80%**

| No.  | Course Outcome (Cos): After completion of this course, the students will be able to  | PSOs | Cl. Ses /hrs | CL |
|------|--|------|--------------|----|
| CO 1 | Understand the role of financial accounting, basic accounting vocabulary and accounting cycle  | PSO4 | 11           | U  |
| CO 2 | Prepare basic entries for business transaction and present the data in an accurate and meaningful manner. (Journal and Ledger)   | PSO4 | 11           | Ap |
| CO 3 | Analyse a systematic approach to reduce the level of credit transaction. (Subsidiary books) Identify the excess or shortage of cash in business. (Cash book)   | PSO4 | 10           | An |
| CO 4 | Solve the arithmetical accuracy of the business transaction. (Trial balance)   | PSO4 | 4            | Ap |
| CO 5 | Identify the methods to avoid misrepresentation of figure and preventing fraud. (Rectification of errors) Determine the reason for the difference between bank balance as per cash book & pass book. (Bank Reconciliation Statement) | PSO4 | 12           | Ap |
| CO 6 | Examine the main elements of financial accounting (Assets, Liabilities, and Profit & Loss) and evaluate the financial performance of business transaction. (Balance Sheet)   | PSO4 | 12           | An |

**THEORY 20%PROBLEM 80%**

### UNIT- I

### LECTURE HOURS- 11

**Basic Accounting concepts** – Definition and Need of accounting and Steps of accounting (Accounting is the art of recording, classifying and summarizing -Recording, Classification, Summarizing Significant manner, In term of money, Transaction Interpreting the result) - Objectives of Accounting (Maintenance of Accounting Records, Ascertainment of Profit and Loss, Depiction of financial position, Providing information) - Advantage of Accounting and Limitations of Accounting (Systematic records, Preparation of financial statement - Assessment of progress, Aid to decision making, Statutory requirement, Information to interest groups, Evidence in courts, Taxation problems,

Merger of firms, In spite of indispensable position in modern business, It cannot record all the events and transaction) - **Branches of Accounting** - Financial Accounting, Cost Accounting, Management Accounting (Information according to the needs of internal and external users) - **Methods of Accounting Single Entry & Double Entry** - Meaning of Single Entry & Double Entry (The single entry is Vaguely used to define the method of maintaining accounts - According to this system every transaction has two aspects: Debit (Dr.) – The benefit receiving aspect of a transaction is known as debit - Credit (Cr.) – The benefit giving aspect of transaction is known as credit) - **Types of Accounts** - Types & Rules of Accounting (Personal Accounts, Real Accounts, Nominal Accounts) - **Accounting concepts & conventions** - Accounting concepts (Business Entity Concepts, Going Concern concept, Money Measurement concept, Dual aspect concept, Accounting period concept, Cost concept, Realization concept, Matching concept, Accrual concept, Objective evidence concept) - Accounting conventions (Convention of full disclosure, Convention of consistency, Convention of Materiality, Convention of Conservatism)

#### **UNIT – II**

**LECTURE HOURS – 11**

**Journal** - Introduction & Journal Entries (Meaning & Related Problems) - **Ledger** - Meaning & Ledger account (Meaning & Related Problems)

#### **UNIT – III**

**LECTURE HOURS – 14**

**Subsidiary Books** - Meaning & Types of subsidiary books (Purchases Book, Sales Book, Purchases Returns Book, Sales Return Book, Cash Book, Bills Receivable, Bills payable, Journal proper) - Purchases Book (Related Problems) - Sales Book (Related Problems) - Purchases Returns Book (Related Problems) - Sales Return Book (Related Problems) - Cash Books-Single Column (Related Problems) - Cash Books-Double Column (Related Problems) - Cash Books-Three Column (Related Problems) - Petty cash book (Related Problems) - **Trial Balance** - Preparation of Trial Balance (Related Problems)

#### **UNIT- IV**

**LECTURE HOURS – 12**

**Errors – Rectification of Errors** - Meaning, Types of errors (Errors of omission, Commission, Principles of error) - Rectification errors (Related Problems) - **Bank Reconciliation Statement** - Meaning, Methods, & Causes for Difference (Statement bridges a gap between the balance shown by the cash book and the pass book) - Statement with Cash book balance or overdraft as per pass book (Related Problems) - Statement with pass book balance or over draft as per cash book (Related Problems)

#### **UNIT – V**

**LECTURE HOURS – 12**

**Final Accounts** - Introduction of final account (Meaning, Manufacturing account / trading account, profit and loss account and balance sheet) - Manufacturing/Trading Account (Related Problems) - Profit and Loss Account (Related Problems) - Balance sheet with simple adjustment (Related Problems)

**TEXT BOOK:**

1. **T1**. Financial Accounting – T.S.Reddy and A.Murthy, Margam Publications, Chennai. 2017

**REFERENCE BOOKS:**

1. **R1** Advanced Accountancy – S.P.Jain and K.L.Narang, Kalyani Publishers, New Delhi, 2015
2. **R2** Advanced Accountancy - Gupta and Radhaswamy, Sultan Chand sons, New Delhi, 2015

|  |                                 |
|--|---------------------------------|
| Course Title : <b>FINANCIAL ACCOUNTING (P)</b> | Course Code : <b>23 P</b>       |
| Semester : <b>II</b>                           | Course Group : <b>DSC - III</b> |
| Teaching Scheme in Hrs (L:T:P) : <b>0:0:4</b>  | Credits : <b>2</b>              |
| Map Code: <b>F (PROBLEM ANALYSIS)</b>          | Total Contact Hours : <b>60</b> |
| CIA : <b>40 Marks</b>                          | SEE # : <b>60 Marks</b>         |
| Programme: <b>BBA/BBA CA / BBA LOGISTICS</b>   | # - <b>Semester End Exam</b>    |

## LIST OF EXPERIMENTS

### UNIT – I

1. To identify the debit with golden rules
2. To identify the credit with golden rules.
3. Get transaction details for a month from nearby company or shop and post them into journal
4. Get transaction details for a month from nearby company or shop and post them into ledger.
5. To collect data related to the purchase and purchase return transactions and enter into the correct subsidiary book
6. To collect data related to the sales and sales return transactions and enter into the correct subsidiary book
7. Get transaction details for a month from nearby company or shop and post them into trial balance.
8. Visit any one bank and collect the information relating to cash book and pass book of any customer.
9. To collect the different company trials balances and rectify the error.
10. To collect last three year manufacturing / trading details
11. To collect last three year profit and loss accounts.
12. To collect last three year Balance sheet.

|   |                                 |
|---|---------------------------------|
| Course Title : <b>BASICS OF LOGISTICS (T)</b> | Course Code : 23 B              |
| Semester : <b>II</b>                          | Course Group : <b>DSC - IV</b>  |
| Teaching Scheme in Hrs (L: T:P): <b>4:0:0</b> | Credits : <b>4</b>              |
| Map Code: : <b>D (THEORY APPLICATION)</b>     | Total Contact Hours : <b>60</b> |
| CIA : <b>25 Marks</b>                         | SEE # : <b>75 Marks</b>         |
| Programme: <b>BBA LOGISTICS</b>               | # - <b>Semester End Exam</b>    |

| No.  | Course Outcome (Cos): After completion of this course, the students will be able to | PSOs | Cl. Ses /hrs | CL |
|------|---|------|--------------|----|
| CO 1 | Understand Micro and Macro logistics and logistics system                           | PSO4 | 12           | U  |
| CO 2 | Understand Transport Infrastructure and Supra Structure                             | PSO4 | 12           | U  |
| CO 3 | Understand the Basics and importance of Transport                                   | PSO4 | 12           | U  |
| CO 4 | Understand the mode of Transport  | PSO4 | 6            | U  |
| CO 5 | Identify the Logistics Service providers  | PSO4 | 6            | U  |
| CO 6 | Understand the Identification Standards and Technology                              | PSO4 | 12           | U  |

#### UNIT: 1

(LECTURE HOURS 12 HOURS)

**Introduction to Logistics:** History of Logistics Need for logistics - **Principles of Logistics:** Definition and Significance of logistics, logistical problem and solution – **Agents and Elements of logistics:** Macro logistics, Micro logistics – **Distinction Between Procurement logistics, Production Logistics and Distribution logistics:** Functional Distinction and differentiation of business enterprise, **Service Level:** Determinants of logistical service level, **Management of Logistics Systems:** elements of logistics organisation structures, logistical organisation Models.

#### UNIT II:

(LECTURE HOURS 12 HOURS)

**Logistical Infrastructure:** Basic Terminology, types and Functions – **Transport Infrastructure and Supra structure** – Airports – Sea Ports and Inland Ports – Rail stations and Rail road Systems – Terminals and Transshipment facilities – Logistics Real Estate, Parks,



Freight Villages – Information Infrastructure and Communication Infrastructure – Telecommunication – Satellite Systems.

**UNIT III: (LECTURE HOURS 12 HOURS)**

**Transport Basics :** Significance and Development – **Modes of Transport and Transport Technologies :** **Road Freight Transport** – Characteristics - **Rail Freight Transport** – Characteristics – **Sea Freight Transport** – Characteristics – **Inland Waterway Transport** – Characteristics – **Air Freight Transport** – Characteristics - **Pipeline Transport** – Characteristics – **Combined Transport** – Characteristics, Types.

**UNIT IV: (LECTURE HOURS 12 HOURS)**

**Means of Transport: Road freight Transport** – Types (Wagons, Containers) – **Railway** – Wagon Types – **Inland Waterways** – Ship Generations in container, Ship /vessel types – **Airways** – Airplane types – Containers and Loading profiles.

**Logistics Service Providers: Carriers and Forwarders** – Focus of Forwarders, Transport Chain – **Courier, Express, Parcel and Mail Service Providers** – Competition Matrix.

**UNIT – V: (LECTURE HOURS 12 HOURS)**

**IT in Logistics : EDI ( Electronic Data Transmission)** – Principle , EDIFACT message types and use areas – Advantages and Disadvantages of EDI – **Identification Standards :** GLN (Global Location Number), GTN (Global Trade Item Number), GRAI ( Global Returnable Asset Identifier)- **Identification Technology :** Classification of Mechanical Reading – Advantages and Disadvantages-**Investment and Financing in Logistics :** Financial Process in Supply Chain Management- Classification.

**Text Book:**

1. Logistics: Basics – Exercises – Case Studies ( Harald Gleissner, J. Christian Femerling ), Springer Texts in Business and Economics, Springer International Publishing 2013.

**Reference Books:**

1. Fundamentals of Logistics Management (The Irwin/ McGraw-Hill Series in Marketing), Douglas Lambert, James R Stock, Lisa M. Ellram, McGraw-Hill/Irwin, First Edition, 1998.
2. Vinod V. Sople (2009) Logistic Management (2nd Edn.) Pearson Limited.
3. Logistics Management for International Business: Text and Cases, Sudalaimuthu & Anthony Raj, PHI Learning, First Edition, 2009.
4. Fundamentals of Logistics Management, David Grant, Douglas M. Lambert, James R. Stock, Lisa M. Ellram, McGraw Hill Higher Education

|   |                                 |
|---|---------------------------------|
| Course Title : <b>BASICS OF LOGISTICS (P)</b> | Course Code : <b>23 Q</b>       |
| Semester : <b>II</b>                          | Course Group : <b>DSC - IV</b>  |
| Teaching Scheme in Hrs (L:T:P) : <b>0:0:4</b> | Credits : <b>2</b>              |
| Map Code: <b>K (PRACTICAL APPLICATION)</b>    | Total Contact Hours : <b>60</b> |
| CIA : <b>40 Marks</b>                         | SEE # : <b>60 Marks</b>         |
| Programme: <b>BBA LOGISTICS</b>               | # - <b>Semester End Exam</b>    |

## LIST OF EXPERIMENTS

### UNIT – I

1. Identify the various technical terms used in logistics and translate them with example.
2. Prepare a letter of enquiry of goods, freight rates, insurance rates.
3. Prepare a Complaint letter for the fault goods received.
4. Prepare a procedure for claiming insurance for damaged goods on post inspection.
5. Collect a sample/specimen document of Bill of Lading, certificate of origin, forwarders certificate of receipt.
6. Collect a sample/ specimen of Customs Invoice, Way Bill, CIM document, CMR document.
7. Conduct a MOCK Export for any product with respective document.
8. Collect the various loading profiles and procedures of Roadways, Railways, and Airways.
9. Prepare an inventory control using MS - ACCESS.
10. Case Study

### SEMESTER III

|   |                                 |
|---|---------------------------------|
| Course Title : <b>INTERNATIONAL MARKETING (T)</b> | Course Code : 33 A              |
| Semester : <b>III</b>                             | Course Group : <b>DSC – V</b>   |
| Teaching Scheme in Hrs (L: T:P): <b>4:0:0</b>     | Credits : 4                     |
| Map Code: <b>D (THEORY APPLICATION)</b>           | Total Contact Hours : <b>60</b> |
| CIA : <b>25 Marks</b>                             | SEE # : <b>75 Marks</b>         |
| Programme: <b>BBA LOGISTICS</b>                   | <b># - Semester End Exam</b>    |

| No. | Course Outcome (Cos): After completion of this course, the students will be able to   | PSOs        | Cl. Ses /hrs | CL        |
|-----|---|-------------|--------------|-----------|
| CO1 | Able to describe international marketing, the stages of internationalization and the factors that affect its nature.                | <b>PSO4</b> | <b>11</b>    | <b>U</b>  |
| CO2 | Comprehensive knowledge on WTO, International regulations and marketing environment.  | <b>PSO4</b> | <b>12</b>    | <b>U</b>  |
| CO3 | Ability to apply marketing intelligence across research, market entry strategies and selection.                                     | <b>PSO4</b> | <b>13</b>    | <b>Ap</b> |
| CO4 | Demonstrate international product decisions and strategies for developing new products via global packaging and labelling standards | <b>PSO4</b> | <b>6</b>     | <b>U</b>  |
| CO5 | Connect international pricing standards and methodologies.  | <b>PSO3</b> | <b>6</b>     | <b>U</b>  |
| CO6 | Demonstrate the worldwide distribution channels, communication mix and technology developments.                                     | <b>PSO3</b> | <b>12</b>    | <b>U</b>  |

#### **UNIT - I (11 HOURS)**

**Introduction to international marketing** : Definition & Special problems in International Marketing (Political and legal difference, cultural differences, Economic Difference etc), Motives of International Marketing (Profit Motive, Growth Opportunities, Domestic Market Constraints etc.,) - **Internationalization Stages** - Stages in Evolutionary Process(Domestic Company, International Company, Multinational Company, Global/Transnational Company) - **International Marketing Decisions** : Series of strategic Decisions (International Business Decision, Market Selection Decision, Entry and operating Decisions, Marketing Mix Decision, International Organisation Decision)- Driving and Restraining Forces : Driving Forces, **Restraining force**(Liberalisation, MNC, Technology, Transportation and Communication etc., (**External Factors, Internal Factors**)) - **Participants and Future in International Marketing**: Private and Public firms(MNC, other Large

Firms, SMEs, Trading Companies, Individuals).

## **UNIT - II (12 HOURS)**

**International Marketing Environment** : elements of Business Environment (Internal Environment, External Environment), Environment of Global Marketing (Internal Environment, External Environment, Foreign Environment, Global Environment) – **WTO** : Evaluation of WTO (Benefits and Criticisms) The WTO Impact (GATT, TRIMS, TRIPS) - **International Regulations** : WTO principles and Regulations (Incoterms, Settlement of Disputes, Laws of Foreign countries, Regulations Related to Products, Packaging and Labelling, Regulation of price, promotion and trade practices).

## **UNIT - III (13 HOURS)**

**International Marketing Intelligence** : Information Requirements and Source of information (Market Selection, Product, price, Promotion, Distribution, Competition Related Information) , Marketing Research (Objectives, Limitation, Scope, Types of Research) - **Market Selection** : Market Selection Process (Determine international marketing objectives, Determine Parameters for market Selection, Preliminary screening, Detailed investigation and short listing, Evaluation and Selection) - Determinants of Market Selection (Firm related factors, Market selection decision, market related factors) - **Market Entry Strategies** : Foreign market entry strategies (Licencing, exporting, contract manufacturing, Management contract, Assembly operations, fully owned manufacturing facilities, Joint venture, countertrade, Mergers and acquisitions, Strategic alliance, third country location.), **Market coverage Strategies**: alternate market coverage strategy (Concentrated, Undifferentiated, Differentiated)

## **UNIT - IV (12 HOURS)**

**International Product Decisions** : Product Decisions and components of product (Market segment decisions, Product mix decisions, product Specifications, Positioning and communications decisions. Core Product, Augmented product, Tangible product), Product life cycle (PLC) (Introduction, Growth, Maturity, Decline) - **New product Development** : Steps in New Product Development (Idea Generation, Evaluation and Selection, Concept Testing, Business Analysis, Product Development, Market Testing, Commercialisation) **Branding** - Branding Decisions and Branding Problems in International Marketing (Important Branding Decisions, Global Brand Advantages, Difficulties involved in Branding.) - **Packaging and Labelling**: Functions, Importance of Packaging and Factors influencing Packaging Decision (Protection, Preservation, Presentation, Physical Characteristics, Economy, Convenience etc.) - **International Pricing** : Pricing Objectives (Market Penetration, Market Share, Market Skimming etc.), Factors Affecting Pricing (Cost, Competition, Product Differentiation, Exchange Rate etc.) - Pricing Methods (Cost Based Pricing, Market Oriented Pricing, following competitors, Negotiation Price, Customer Determined Price, BEP, Creative Pricing, Transfer Price, Dumping)

## **UNIT - V (12 HOURS)**

**International Distribution:** International Marketing Channel System(Marketing Middlemen, Cooperative Organisations) - Types of Foreign Intermediaries(Importers, Distributors, Wholesalers, Retailers, Multiple Channels, government Departments etc.,) - Factors Influencing Channel Selection(Product, Market and Customer, Middlemen, Company,Competitors,Environmental Characteristics) - **International Promotion** - Major Decisions in International Marketing Communication(Steps in Developing an effective Communication) - Communication Mix(Advertising, Mass Media Advertising and Direct Advertising, Sales Promotion, Personal Selling, Public Relation) - Problems in International Marketing Communication (Difference in Regulations, Cultural Differences, media Factors, Infrastructure, Cost Factors, Language Factors, Home Country Regulations) - **Technological Developments and International Marketing:** E – Marketing(Importance, Benefits of Internet to Business).

#### TEXT BOOK

- T1. Francis Cherunillam, 14<sup>th</sup> Revised Edition, 2016 International Marketing, Mumbai, Himalaya Publishing House Pvt. Ltd.

#### REFERENCE BOOKS

1. Marketing Management, Millennium Edition PhilipT.Kotler, Kevin Lane Keller.
2. Rajan Saxena. 4 Edition, 2010 Marketing Management, New Delhi, Tata McGraw Hill Education Private Limited.

#### ONLINE SOURCE

- Alison.Com
- Coursera.Org
- Edx.Org
- Swayam

|   |                                 |
|---|---------------------------------|
| Course Title : <b>INTERNATIONAL MARKETING (P)</b> | Course Code : 33 P              |
| Semester : <b>III</b>                             | Course Group : <b>DSC - V</b>   |
| Teaching Scheme in Hrs (L:T:P) : <b>0:0:4</b>     | Credits : <b>2</b>              |
| Map Code: <b>K (PRACTICAL APPLICATION)</b>        | Total Contact Hours : <b>60</b> |
| CIA : <b>40 Marks</b>                             | SEE # : <b>60 Marks</b>         |
| Programme: <b>BBA LOGISTICS</b>                   | # - <b>Semester End Exam</b>    |

## LIST OF EXPERIMENTS

### UNIT I

1. Select the best method of entry for doing a business in this country and prepare a report.
2. Collect and justify how to identify the various counterfeit brands in the market.
3. Select a business/ Specific Product Decide on the relevant market segments to target in the selected country and use appropriate positioning Strategy.
4. Review guidelines for developing an international marketing plan
5. Analyse international marketing environment and present a SWOT analysis for a specific brand /a product. underlying the behaviours of international consumers and business associates.
6. Prepare a situational Analysis report for launching any product/brand in the market.
7. Conduct international marketing research to generate information on different behaviours of consumers, competitors and other aspects of the international marketing environment.
8. Select countries for international expansion and an appropriate method of entry for international markets ranging from indirect export to joint venture to foreign direct investment.
9. List out various brands that changed its brand name for sake of globalization.
10. Case study

|   |                                 |
|---|---------------------------------|
| Course Title : <b>FOREIGN EXCHANGE MANAGEMENT (FOREX) (T)</b> | Course Code : 33 B              |
| Semester : <b>III</b>   | Course Group : <b>DSC - VI</b>  |
| Teaching Scheme in Hrs (L: T:P): <b>5:1:0</b>                 | Credits : <b>4</b>              |
| Map Code: <b>C (THEORY CONCEPTS)</b>                          | Total Contact Hours : <b>60</b> |
| CIA : <b>25 Marks</b>   | SEE # : <b>75 Marks</b>         |
| Programme: <b>BBA LOGISTICS</b>                               | # - <b>Semester End Exam</b>    |

| No         | Course Outcome (Cos): After completion of this course, the students will be able to  | POs &PSOs   | Cl.Ses/ hrs | CL        |
|------------|--|-------------|-------------|-----------|
| <b>CO1</b> | Understand the basics of foreign exchange terms and terminology its nature and functioning of foreign exchange markets and foreign exchange Administration | <b>PSO3</b> | <b>18</b>   | <b>U</b>  |
| <b>CO2</b> | Understand the foreign exchange transactions and various quotations in Forex markets   | <b>PSO3</b> | <b>09</b>   | <b>U</b>  |
| <b>CO3</b> | Apply the arithmetic in buying and selling rates in foreign exchange in order to measure the risk,   | <b>PSO1</b> | <b>09</b>   | <b>Ap</b> |
| <b>CO4</b> | Annotate the framework of financial future markets   | <b>PSO3</b> | <b>18</b>   | <b>U</b>  |
| <b>CO5</b> | Understand various aspects relating to risks and techniques in Foreign exchange practices  | <b>PSO3</b> | <b>18</b>   | <b>U</b>  |
| <b>CO6</b> | Generalize the determination of exchange rates and their forecasting.  | <b>PSO1</b> | <b>18</b>   | <b>U</b>  |

## UNIT I

(LECTURE HOURS: 15+TUTORIAL HOUR 3)

**Foreign exchange markets overview** - Introduction (History, Meaning, Features) – Participants (Commercial bank, Brokers, Dealers, Central bank, Individuals) – Settlement of transactions (Swift, Chips, Chaps, Fedwire) – Functions of foreign exchange market (Transfer Credit, Hedging)  
**Management of foreign exchange** -Foreign Exchange Management Act (Meaning, Objectives, Applicable, Major provisions) – Administration of foreign exchange( Authorized persons, dealers, Money changers).

**Activity:** Collect different currency and their symbols

## UNIT II

(LECTURE HOURS: 15+TUTORIAL HOUR 4)

**Foreign Exchange transactions** -Purchase and sales transaction(quoting bank, acquires foreign currency, Parts with home currency)– Types of transactions (Spot-ready transaction and tom

transaction, Forward, Swap transactions)– **Exchange quotations** – Quotations in interbank market (Two-way, Direct Quotations, Indirect ,American and European quotations, Cross Rate, Forward Rate)  
**Exchange rates** – Bases (Exchange margin, Fineness of quotation)– Types of rates (Buying Rate - Selling rates – Cross rates)

**Activity:** Collect rate of particular currency for stipulated period and apply the concept

### **UNIT III**

**(LECTURE HOURS: 16+TUTORIAL HOUR 2)**

**Forward Exchange Contract** –Introduction (Meaning, Definition) -Features of Forward Margin(Exchange rate, Parties, OTC product, Counterparty risk, Period) Calculations – (Fixed forward rate, Option forward rate)Interbank Deals (Cover deals, Trading, swap deals ) -Futures Trading (Features )- Options Trading (Features & types).

**Activity:** Collect currency option traded in stock exchanges in India

### **UNIT IV**

**(LECTURE HOURS: 15+TUTORIAL HOUR 3)**

**Foreign exchange risk and exposure Overview** – Introduction (meaning & concept) – Types of exchange risk & exposure – (Transaction Risk , Economic Risk ,Translation Risk, Contingent Risk , Other Risks )- Internal techniques of exposure ( Futures, Hedging & Options )- External techniques of exposure ( Forward contract, money market, hedging with options, hedging with future).

**Activity :** Simple case study on either Translation, Transaction and Economic Exposures

### **UNIT V**

**(LECTURE HOURS: 14+TUTORIAL HOUR 3)**

**Exchange rate arrangements in India** – Determination of exchange rates (Fixed rate – Fluctuating) - Exchange control measures (Need and Methods) Foreign Exchange Reserves of India (Trend, composition and management) Impact on exchange Rate (Monetary and Fiscal policies in India)

**Activity :** Mindmap on concept Forex policies

### **TEXT BOOK:**

1. Foreign Exchange and Risk Management – C. Jeevanandham, Sultan Chand Sons, 2017
- 2.Foreign Exchange – Practice, Concepts and control : Jeevanadam.N.S. Sultan Chand Sons, 2016
3. Credit Appraisal Risk Analysis and Decision Making By D.D.Mukherjee

### **REFERENCE BOOKS:**

1. Foreign Exchange Management - H.P. Bhardwaj Wheeler Publishing Edition 2012
2. International Financial Management - P. G. Apte McGraw Hill Education (India) Private Limited; 6th edition (25 July 2011)
3. International Financial Management - V. K. Bhalla, Schand Publishing, 2017 Edition

### **WEBSITE**

- 1.Reserve bank of India -Publication



|  |                                 |
|--|---------------------------------|
| Course Title : <b>MATERIALS MANAGEMENT (T)</b> | Course Code : 33 E              |
| Semester : <b>III</b>                          | Course Group : <b>DSE – I</b>   |
| Teaching Scheme in Hrs (L: T:P): <b>5:1:0</b>  | Credits : <b>4</b>              |
| Map Code: <b>D (THEORY APPLICATION)</b>        | Total Contact Hours : <b>60</b> |
| CIA : <b>25 Marks</b>                          | SEE # : <b>75 Marks</b>         |
| Programme: <b>BBA LOGISTICS</b>                | # - <b>Semester End Exam</b>    |

| S.No. | Course Outcome (Cos): After completion of this course, the students will be able to                          | PSOs | Cl. Ses /hrs | CL |
|-------|--|------|--------------|----|
| CO1   | Understand the basic concepts of Materials Management, Production Planning and Control System.               | PSO4 | 18           | U  |
| CO2   | Understand the basic terms and steps in Material requirements planning process and Capacity Management.      | PSO4 | 18           | U  |
| CO3   | Analyze the need for Production Activity Control, Demand management and techniques of scheduling, purchasing | PSO3 | 18           | An |
| CO4   | Apply the concept Inventory Cost, Methods of Evaluating Inventory, Inventory Control and Ordering Quantities | PSO3 | 9            | Ap |
| CO5   | Understand the importance of store-keeping and store accounting for an organization.                         | PSO3 | 9            | U  |
| CO6   | Understand the concepts of Warehouse Management and material handling equipment used in the organizations.   | PSO2 | 18           | U  |

## UNIT-I

**LECTURE HOURS: 18**

**Materials Management:** Introduction – Materials Management (Meaning and Definition, Importance, Objectives) - Basic Concepts (Work-in-Process, Manufacturing planning and control, Physical supply/distribution) - **Production Planning and Control System:** Introduction - Manufacturing Planning and Control System (Meaning, Purpose) - Manufacturing Planning and Control System (MPC) Process (Strategic business plan, Production plan, Master production schedule, Material requirements plan, Purchasing and production activity control) - Sales and Operations Planning (Concept and Benefit) - Manufacturing Resource Planning (MRP), Enterprise Resource Planning (ERP) (Concept and Conditions of MRP and ERP) - Making the Production Plan (Concept, Establishing Product Groups, Basic Strategies, Developing a Make –to-Stock and Make-to-Order Production Plan, Resource Planning)

**Tutorial Hour (Unit – 1):** Materials Management; Production Planning and Control System (1. Assume yourself as a material manager, what are the functions you would perform and how? 2. Make a presentation on make or buy decision)

## UNIT-II

**LECTURE HOURS: 18**

**Material Planning Process:** Material requirements planning (Objectives, Linkages to Other Manufacturing Planning and Control Functions, Inputs to the Material Requirements Planning System) - Material requirements planning Process (Exploding and offsetting, Gross and net requirements, Releasing orders, Capacity requirements planning, Low-level coding and netting, Multiple bills of material) - **Capacity Management:** Introduction - Capacity Management (Definition of Basic terms) - Capacity Requirements Plan (CRP) (Meaning, Inputs, Determining Capacity available, Capacity Required, Scheduling Orders, Making the Plan)

**Tutorial Hour (Unit – 2):** Material requirements planning and Capacity Management (1. Search over the internet and make a format for bills of material.2. Choose a company and formulate the capacity management scheduling for it)

### UNIT-III

**LECTURE HOURS: 18**

**Production Activity Control (PAC):** Introduction, Process (Planning, Implementation and Control) – Data Requirements (Planning Information, Control Information – Scheduling (Concept, Scheduling Techniques, Scheduling in non-manufacturing settings, Scheduling Bottle necks) - **Purchasing:** Introduction- Purchasing (Purchasing Objectives, Outsourcing, Purchasing Cycle, Establishing Specifications) – Selecting Suppliers (Sourcing, Factors in selecting suppliers, Identifying Suppliers, Final Selection of Supplier) – Price Determination (Basis for Pricing, Price Negotiation, environmentally responsible purchasing) **Forecasting and Demand Management:** Introduction- Demand Management (Meaning, Activities) – Forecasting (Principles of forecasting)

**Tutorial Hour (Unit – 3):** Selecting Suppliers and Demand Management (1. Pick an organization of your preference and define technical and business requirements for the supplier selection. 2. Prepare a demand schedule for an organization as per your choice)

### UNIT-IV

**LECTURE HOURS: 18**

**Inventory Management:** Introduction – Inventory Management (Meaning, Aggregate Inventory Management) - Functions of Inventory (Anticipation inventories, Fluctuation (buffer) inventory, lot-size inventories, Transportation inventories, hedge inventory, Maintenance, Repair, and Operating (MRO) Supplies) - Inventory Cost (Item cost, Carrying costs, Ordering costs, Stock-out costs, Capacity-associated costs) - Methods of Evaluating Inventory (First In First Out (FIFO), Last In First Out (LIFO), Average cost, Standard cost) - ABC Inventory Control (Meaning, Steps, Control) - **Ordering Quantities:** Introduction - Ordering Quantities (Meaning, Stock-keeping units (SKUs), Lot-size Decisions Rules) - Economic Order Quantity (EOQ) (Assumptions, Development of EOQ Formula, EOQ Formula, Reduce Lot Size, Variations of the EOQ Model, Quantity discounts, Period order quantity, Practical Considerations When Using the EOQ) - Determining Safety Stock (Meaning, Determining the Safety Stock and Order Point, Determining Service levels, Different Forecast and lead time intervals) - Determining when order point is reached (Two–Bin System, Kanbans, Perpetual Inventory Record System, Periodic Review System) - Distribution inventory (Decentralized System, Centralized System, Distribution requirements planning)

**Store-keeping:** Introduction to Store-keeping and Store-keeper (Meaning, Scope and Benefits Functions and Responsibilities of Store-keeper) - Store Location (Centralized and Decentralized Store; Principles of good store location and layout) - **Stores Materials Accounting:** Major Records and Documents (Seven types of records and Documents)

**Tutorial Hour (Unit – 4):** Inventory Management and Stores ledger (1. Choose a manufacturing concern of your choice and classify its stock in A, B and C categories. 2. Prepare a presentation on the different inventory costs and their similarities and differences. 3. Prepare a presentation about the procedures for effective inventory control.)

#### **UNIT-V**

**LECTURE HOURS: 18**

**Physical Inventory and Warehouse Management:** Warehouse Management (Concept, Warehouse Activities, Stock Location, Order Picking and Assembly) - Physical Inventory (Physical Control and Security, Inventory Record Accuracy) - **Material Handling:** Introduction to Material Handling (Meaning and Definition, Objectives and Importance, Factors Influencing) - Principles of Material Handling (20 Principles) - Material Handling Equipment (Lifting and lowering equipment, Transporting or Moving equipment, Combination Devices) - **Total Quality Management (TQM):** Introduction – TQM (Meaning, Basic Concepts, Management Commitment, Customer Focus, Employee Involvement, Continuous Process Improvement, Supplier Partnerships, Performance Measures) - Quality cost concepts (Costs of Failure, Costs of Controlling Quality) - **ISO Series:** ISO 9000:2015 (Principles, Documentation) - ISO 26000:2010, ISO 14001: 2015 (Principles) - **Other Quality Checks:** Benchmarking, Six Sigma, Quality function deployment (Concepts, Principles, Steps)

**Tutorial Hour (Unit – 5):** Inventory Management and Stores ledger (1. Prepare a report on material handling devices used in various industries. 2. Prepare a report on various quality standards followed in various industries.)

#### **TEXT BOOKS:**

**T1.** Introduction to Materials Management, Stephen N. Chapman, J. R. Tony Arnold, Ann K. Gatewood, Lloyd M. Clive, 8th Edition, 2017, Pearson Education Limited, England.

#### **REFERENCE BOOKS:**

**R1.** Production and Materials Management – P. Saravanavel and S. Sumathi – Margham Publications- Third Edition, Reprint 2016.

**R2.** Material Management – M.M. VARMA, Sultan Chand & Sons, Fourth Edition, Reprint 2010.

#### **ONLINE SOURCES:**

<https://swayam.gov.in>

<https://alison.com>

<https://www.coursera.org>

## SEMESTER – IV

|   |                                 |
|---|---------------------------------|
| <b>Course Title : HUMAN RESOURCE MANAGEMENT (T)</b> | Course Code : - 43A             |
| Semester : <b>IV</b>                                | Course Group: <b>DSC – VII</b>  |
| Teaching Scheme in Hrs (L:T:P) : <b>4:0:0</b>       | Credits <b>4</b>                |
| Map Code : <b>C</b><br><b>(THEORYAPPLICATION)</b>   | Total Contact Hours : <b>60</b> |
| CIA : <b>25 Marks</b>                               | SEE # : <b>75 Marks</b>         |
| Programme: <b>BBA</b><br><b>LOGISTICS</b>           | # - <b>Semester End Exam</b>    |

| No. | Course Outcome (Cos): After completion of this course, the students will be able to  | POs & PSOs | Cl. Ses /hrs | CL         |
|-----|--|------------|--------------|------------|
| CO1 | Discuss the objectives, functions, strategies and barriers of Human Resource Management and Human Resource Planning            | PSO3       | 12           | Understand |
| CO2 | Know the job design and the process of job analysis  | PSO3       | 10           | Understand |
| CO3 | Identify the Recruitment and Selection process and know about orientation program  | PSO3       | 10           | Understand |
| CO4 | Review the training process and basics of performance appraisal  | PSO3       | 14           | Understand |
| CO5 | Know the components of compensation, concept of wages and incentives   | PSO3       | 7            | Understand |
| CO6 | Review the Human Resource Information System frame work and the challenges in managing International Human Resource Management | PSO3       | 7            | Understand |

UNIT-I LECTURE HOURS: 12

**Human Resource Management:** Introduction- HRM- Objectives & Functions – Personnel Management – Strategic HRM, **Human Resource Planning (HRP):** Introduction - The Planning Process - Requisites and Barriers.

UNIT-II LECTURE HOURS: 10

**Analyzing work and Designing Jobs:** Introduction-Job analysis - Process of Job analysis - Purpose of Job analysis - Job Design.

UNIT-III LECTURE HOURS: 10

**Recruiting Human Resources:** Introduction- Recruitment, Sources of recruitment, Alternatives to Recruitment - Developing Recruitment and Selection policies, **Selective Human Resources:** Introduction- Selection- Selection Process, **Induction:** Introduction- Induction - Orientation Program.

UNIT-IV LECTURE HOURS: 14

**Training and Development:** Introduction – Training and Development – Inputs – Training Process, **Performance Appraisal:** Introduction - Performance Appraisal – Appraisal process– Job Evaluation – Job Evaluation Process.

UNIT-V LECTURE HOURS: 14

**Compensation Management:** Introduction - Components of compensation - Concept of wages – Incentives - Types of incentive scheme, **Human Resource Information System (HRIS):** HRIS framework, Benefits and Trends in HRIS **International Human Resource Management:** Model of IHRM, Challenges in IHRM, Strategies for Effective IHRM

**TEXT BOOKS:**

**T1.** Human Resource Management – Text and Cases, K Aswathappa, 8<sup>th</sup> Edition, 2017, McGraw Hill Education (India) Private Ltd, India

**R1.** Human Resource Management-Strategic Analysis Text and Cases, Raj Kumar, , 8<sup>th</sup> Edition 2012, I.K. International Publishing House Pvt Ltd., New Delhi. Edition 2009,

**R2.** Strategic Human Resource Management, Jeffrey A.Helo, 7<sup>th</sup> Cengage Learning India Private Edition 2010,

**R3.** Human Resource Management- Gary Dessler/Biju Varkkey, 11 Doeling Kindersely Private Ltd, New Delhi.

**Online Reference:**

- **Alison Online Course:** Human Resource Management – Discipline in Organisation.
  - **Swayam Online Course** – Strategic Human Resource Management.
  - **Course era Online Course** – Foundation of Management.
  - **NPTEL Online Course** - Principles of Human Resource Management.

|  |                                 |
|--|---------------------------------|
| Course Title : <b>HUMAN RESOURCE MANAGEMENT(P)</b> | Course Code : -43P              |
| Semester : <b>IV</b>                               | Course Group: <b>DSC - VII</b>  |
| Teaching Scheme in Hrs (L:T:P) : <b>0:0:4</b>      | Credits <b>2</b>                |
| Map Code : <b>H ( PRACTICAL EXPERIMENTS)</b>       | Total Contact Hours : <b>60</b> |
| CIA : <b>40 Marks</b>                              | SEE #: <b>60 Marks</b>          |
| Programme: <b>BBA LOGISTICS</b>                    | # - <b>Semester End Exam</b>    |

### LIST OF PRACTICALS:

1. Collect and assess the Human Resource Management structured for following any one field:  
a. Textiles b. Retail store c. Private Bank d. Hospital e. College and School.
2. Prepare the Human Resource Planning for following any one field:  
(a. Textiles b. Retail store c. Private Bank d. Hospital e. College and School)
3. Why do people like jobs but hate work?  
(Prepare the list/ type of information to be collected for Job Analysis  
Textiles b. Retail store c. Private Bank d. Hospital e. College and School)
4. Prepare the job description for any one job and prepare the advertisement for particular field.  
a. Textiles b. Retail store c. Private Bank d. Hospital e. College or School)
5. Draw job analysis for Salesman, Floor supervisor, Cashier, Ambulance driver and Assistant Professor.
6. You have to recruit management and engineering trainees visiting campuses. Design campus recruitment program, assuming that you have to give mandate selection on the sport.
7. Case study on Recruitment and Selection process. (Refer T1.Human Resource Management – Text and Cases, K Aswathappa, 7<sup>th</sup> Edition, 2015, McGraw Hill Education (India) Private Ltd, New Delhi. Page no- 218 & 249)
8. Prepare the training and development programme designed in a particular field.
9. To collect and assess the effectiveness of performance appraisal system among :  
(a. Textiles b. Retail store c. Private Bank d. Hospital e. College or School)
10. A survey on satisfaction level of incentives methods of Blue collar and White collar jobs.(a. Textiles b. Retail store c. Private Bank d. Hospital e. College or School)
11. Collect the Components of Salary and prepare salary chart for particular basic pay.
12. Draw e-selection model for a Middle level and Low level organization.

|   |                                 |
|---|---------------------------------|
| <b>Course Title : SUPPLY CHAIN MANAGEMENT (T)</b> | <b>Course Code : 43 B</b>       |
| <b>Semester : IV</b>                              | <b>Course Group: DSC - VIII</b> |
| <b>Teaching Scheme in Hrs (L:T:P) : 4:0:0</b>     | <b>Credits : 4</b>              |
| <b>Map Code : C (THEORY CONCEPTS)</b>             | <b>Total Contact Hours : 60</b> |
| <b>CIA : 25 Marks</b>                             | <b>SEE # :75 Marks</b>          |
| <b>Programme: BBA LOGISTICS</b>                   | <b># - Semester End Exam</b>    |

| <b>S.No.</b> | <b>Course Outcome (Cos): After completion of this course, the students will be able to</b>   | <b>PSOs</b> | <b>Cl. Ses /hrs</b> | <b>CL</b>         |
|--------------|--|-------------|---------------------|-------------------|
| <b>CO1</b>   | Able to understand the components and processes of supply chain as well as the performance drivers of supply chain   | <b>PSO4</b> | <b>12</b>           | <b>Understand</b> |
| <b>CO2</b>   | Identify the key factors to be considered when designing a distribution network and role of network design in a supply chain   | <b>PSO3</b> | <b>12</b>           | <b>Understand</b> |
| <b>CO3</b>   | Understand the role of transportation in a supply chain and role of infrastructure and policies in transportation  | <b>PSO3</b> | <b>12</b>           | <b>Understand</b> |
| <b>CO4</b>   | Understand the role of sourcing in a supply chain, structure successful auctions and negotiations  | <b>PSO3</b> | <b>07</b>           | <b>Understand</b> |
| <b>CO5</b>   | Enable supply chain coordination and the bullwhip effect, their impact on supply chain performance and managerial levers that help achieve coordination in a supply chain. | <b>PSO2</b> | <b>06</b>           | <b>Understand</b> |
| <b>CO6</b>   | Understand the importance of information technology in a supply chain and the major applications of supply chain information technology and need of green supply chain.    | <b>PSO2</b> | <b>11</b>           | <b>Understand</b> |

## UNIT-I

LECTURE HOURS: 12

### INTRODUCTION

**Understanding the Supply chain:** Meaning and objectives of Supply chain - Importance of Supply Chain Decisions - Decision Phases in Supply Chain – Process views of a Supply Chain

**Understanding Supply Chain Management:** Definition – objectives – Evolution - need-Issues involved in developing SCM Framework

**Supply Chain Performance:** Competitive and Supply chain Strategies – Expanding Strategic Scope

**Supply Chain Drivers and Metrics:** Drivers of Supply Chain Performance and Obstacles – Framework for Structuring Drivers.

## UNIT-II

LECTURE HOURS: 12

### SUPPLY CHAIN NETWORK DESIGN

**Designing Distribution Networks:** Role of Distribution in Supply Chain – Factors influencing Distribution network design – Design options for a Distribution Network -Distribution Network in Practice

**Network Design in the Supply Chain:** Role of Network design in Supply Chain - Factors influencing network design decisions - Framework for network Decisions - Making network design decisions for a supply chain.

## UNIT-III

LECTURE HOURS: 12

### LOGISTICS IN SUPPLY CHAIN

**Transportation in a Supply Chain Management:** Role of transportation in supply chain – Transportation Infrastructure and Policies - Factors affecting transportations decision – Tailored transportation – Routing and scheduling in transportation – Making Transportation Decisions in Practice.

## UNIT-IV

LECTURE HOURS: 13

### SOURCING AND COORDINATION IN SUPPLY CHAIN

**Sourcing Decisions in a Supply Chain:** Role of sourcing supply chain - Supplier Selection, Auctions, and Negotiation – Contracts, Risk Sharing and Supply Chain Performance – Design collaboration – Making Sourcing Decisions in Practice.

**Supply Chain Co-ordination:** Bull whip effect – Effect of lack of co-ordination in supply chain - Obstacles to co-ordination in supply chain – Managerial Levers to achieve coordination in a supply chain

## UNIT-V

LECTURE HOURS: 11

### GREEN SUPPLY CHAIN AND INFORMATION TECHNOLOGY IN SCM

**Green Supply Chain Management:** Traditional Supply Chain and Green Supply Chain – Definition and Basic Concepts of Green Supply Chain (GSCM) – GSCM Practice

**Information Technology in a Supply Chain:** The role IT in supply chain - The supply chain IT frame work Customer Relationship Management – Internal supply chain management – Supplier relationship management – future of IT in supply chain – Supply Chain IT in Practice.

### TEXT BOOKS:

1. Sunil Chopra, Peter Meindl, “Supply Chain Management - Strategy, Planning, and Operation”, Pearson Education, 7<sup>th</sup> Edition, 2019.



**REFERENCE BOOKS:**

1. Joseph Sarkis, Yijie Dou. Green Supply Chain Management: A Concise Introduction, Routledge, 2017
2. Supply Chain Management in the Twenty First Century, B S Sahay, Macmillan India Limited (Publisher), 2011
3. Supply Chain Management: Text and Cases, Vinod V. Sople, Pearson Education, 1st edition, 2011
4. Jeremy F. Shapiro, "Modeling the supply chain", Thomson Duxbury, 2<sup>nd</sup> Edition, 2007.

|   |                                  |
|---|----------------------------------|
| <b>Course Title : SUPPLY CHAIN MANAGEMENT (P)</b> | <b>Course Code : - 43E</b>       |
| <b>Semester : IV</b>                              | <b>Course Group : DSC - VIII</b> |
| <b>Teaching Scheme in Hrs (L:T:P) : 0:0:4</b>     | <b>Credits : 2</b>               |
| <b>Map Code : M (PRACTICAL APPLICATION)</b>       | <b>Total Contact Hours : 60</b>  |
| <b>CIA : 40 Marks</b>                             | <b>SEE #: 60 Marks</b>           |
| <b>Programme: BBA LOGISTICS</b>                   | <b># - Semester End Exam</b>     |

### **LIST OF PRACTICALS:**

1. Find out the basic complexity of a supply chain that might vary for different types of products. Explain the supply chain complexities between any two products.
2. Identify the various materials needed to make a finished product (Students can choose their own products for analysis). Write the ingredients as an individual student for your chosen product and pinpoint place on a world map where the materials come from.
3. The retailer and wholesaler roles are assigned to student groups who negotiate supply contracts in a number of rounds during a class period. Each group makes pricing, inventory, and ordering decision concurrently, and competes with others to achieve the highest profit.
4. Discuss the different types of typical retail supply chain in practice. Illustrate any three examples from well-known masters of supply chains.
5. Apply analytic methodologies, utilizing practical managerial levers, to design a supply chain for defined conditions, and to achieve competitive advantage in the supply chain.  
Analyze contemporary issues in SCM and to propose solutions to the identified issues
6. List the current supply chain management trends and explain its impact.
7. A specialty chemical company is considering expanding its operations into Brazil, where five companies dominate the consumption of specialty chemicals. What sort of distribution network should this company utilize?
8. Identify a few examples of when the availability of realtime information has been used to improve supply chain performance.
9. Illustrate why the high-tech industry has been the leader in adopting supply chain IT systems.
10. Case Study

|   |                                 |
|---|---------------------------------|
| <b>Course Title: SHIPPING AND PORT MANAGEMENT (T)</b> | <b>Course Code : - 43S</b>      |
| <b>Semester : IV</b>                                  | <b>Course Group: DSE – II</b>   |
| <b>Teaching Scheme in Hrs (L:T:P) : 4:0:0</b>         | <b>Credits : 4</b>              |
| <b>Map Code : C (THEORY CONCEPTS)</b>                 | <b>Total Contact Hours : 60</b> |
| <b>CIA : 25 Marks</b>                                 | <b>SEE # :75 Marks</b>          |
| <b>Programme: BBA Logistics</b>                       | <b># - Semester End Exam</b>    |

| <b>No</b>  | <b>Course Outcome (Cos): After completion of this course, the students will be able to</b>                    | <b>PSOs</b> | <b>Cl.Ses /hrs</b> | <b>CL</b>  |
|------------|---|-------------|--------------------|------------|
| <b>CO1</b> | Extend knowledge of shipping, port infrastructure and shipping operations.                                    | <b>PSO4</b> | <b>7</b>           | Understand |
| <b>CO2</b> | Outline the commercial, operational and technical components of ship management                               | <b>PSO3</b> | <b>5</b>           | Understand |
| <b>CO3</b> | Interpret the role of Shipping operations interface the decisions made by users and Providers of services.    | <b>PSO4</b> | <b>11</b>          | Understand |
| <b>CO4</b> | Able to know the Liner services, Ship owning operations and how to Manage bulk shipping business              | <b>PSO3</b> | <b>12</b>          | Understand |
| <b>CO5</b> | Identify the fundamental functions, operations, ownership and management structure of the ports and terminals | <b>PSO1</b> | <b>12</b>          | Understand |
| <b>CO6</b> | Able to understand the institutional and legal framework Port ownership in India                              | <b>PSO4</b> | <b>13</b>          | Understand |

**UNIT – I****LECTURE HOURS: 13**

Introduction to Shipping - India's Role in world Shipping Market– General structure of shipping industry – Characteristics - Scope & Opportunities of Shipping industry – Evolution and types of Ships -Various facets of Shipping industry- Roles of Commercial, Technical & Crewing departments- Liner and Tramp operations - Types of chartering- Technological development in ocean transport

**UNIT – II****LECTURE HOURS: 12**

Role of shipping intermediaries – shipping agents – clearing and forwarding agents – freight forwarders – freight brokers – CHAs – surveyors – stevedores – liners – opened and closed conference system – shipping freight rate structure and practices – Meaning of ICD – procedures – problems and prospects – CFS .

**UNIT – III****LECTURE HOURS: 12**

Liner Shipping Business -Types of Liner Service Operators -Container Liner Services -Break bulk liner services–Ro Ro liner services.

Bulk Shipping Business - Dry Bulk operations - Tanker operations -LPG LNG Shipping Bulk pool operations

**UNIT – IV****LECTURE HOURS: 12**

Ports – Hierarchy in a Port – classification - major and minor ports in India. Main functions and features of ports: Infrastructure and connectivity - Administrative functions - Operational functions. Main services: Services and facilities for ships - Administrative formalities - Cargo transfer - Services and facilities for cargo - Additional “added value” service- Ports and their stakeholders like PHO, Immigration, Ship agents, Stevedores, CHA..

**UNIT – V****LECTURE HOURS: 13**

Port ownership structure- Types of port ownership and administration - Organizations concerning ports - Boards governing the ports - Port management development - Rise and fall of Ports - information technology in ports. Port ownership in Indian context: Acts governing the Ports in India - Port ownership structure in India. Port reform: Framework for port reform.

**REFERENCE BOOKS**

1. Physical Distribution – K.K. Khanna
2. Shipping Management (Cases and Concepts), Raghuram Ashopa, Batnagar Dixit, Ramani Rao, Sinha.
3. Port Management and Operations- Maria G. Burns Published July 14, 2014.

|   |                                 |
|---|---------------------------------|
| <b>Course Title :SHIPPING AND PORT MANAGEMENT (P)</b> | <b>Course Code : -43Q</b>       |
| <b>Semester : IV</b>                                  | <b>Course Group : DSE –II</b>   |
| <b>Teaching Scheme in Hrs (L:T:P) : 0:0:4</b>         | <b>Credits : 2</b>              |
| <b>Map Code : M (PRACTICAL APPLICATION)</b>           | <b>Total Contact Hours : 60</b> |
| <b>CIA : 40 Marks</b>                                 | <b>SEE # :60 Marks</b>          |
| <b>Programme: BBA Logistics</b>                       | <b># - Semester End Exam</b>    |

### **LIST OF PRACTICALS:**

1. Sketch the structure of shipping industry.
2. List the shipping companies in India and the explain their functional specifications
3. Discuss the job profiles of 1. Yard Manager, 2. Cargo Manager, 3. Port Manager,  
4. Shipping Manager, 5. Senior Shipping Manager, 6. Operations Manager
4. Roles, responsibilities and obligations of ship agent
5. Examine the types and role of ICD
6. Relate the Linear service to it's apply to container shipping.
7. A simple case study on Linear service and bulk shipping business
8. Draw a map showing major and minor ports in India
9. Illustrate Port operations process flow
10. Sketch the structure of port ownership
11. Discuss the role of IT in ports.
12. Demonstrate the role of Governing Boards in Port Management.

|   |                                 |
|---|---------------------------------|
| Course Title : <b>BUSINESS ECONOMICS (T)</b>  | Course Code : 43S               |
| Semester : <b>IV</b>                          | Course Group : <b>DSE – II</b>  |
| Teaching Scheme in Hrs (L: T:P): <b>4:0:0</b> | Credits : <b>4</b>              |
| Map Code: <b>D (THEORY APPLICATION)</b>       | Total Contact Hours : <b>60</b> |
| CIA : <b>25 Marks</b>                         | SEE # : <b>75 Marks</b>         |
| Programme: <b>BBA LOGISTICS</b>               | # - <b>Semester End Exam</b>    |

| S.No. | Course Outcome (Cos): After completion of this course, the students will be able to | POs & PSO <sub>s</sub> | Cl. Ses /hrs | CL |
|-------|---|------------------------|--------------|----|
| CO1   | Understand the basic concepts and principles of Business Economics                  | PSO4                   | 12           | U  |
| CO2   | Understand the basic terms and concepts of theory of utility                        | PSO4                   | 12           | U  |
| CO3   | Understand the basic terms and concepts of theory of consumer behaviour             | PSO3                   | 12           | U  |
| CO4   | Understand the basic terms and concepts of demand and supply                        | PSO3                   | 12           | U  |
| CO5   | Understand the importance and laws of production and cost analysis.                 | PSO3                   | 12           | U  |
| CO6   | Understand the concepts of pricing in different market structure                    | PSO2                   | 12           | U  |

### UNIT I

(LECTURE HOURS: 12)

**Introduction to Business Economics:** Definition of Economics (Adam Smith, Marshal, Robbins and Samnelson's view) - Nature and scope of Economics (Economics as a science, as an art, positive and normative science. Inductive and deductive methods of economics) - Macro and Microeconomics (Meaning, Difference) **Problems and principles of an economy:** Basic concepts (Economic problem, Marginals, Equimarginals, Opportunity cost principle, Discounting principle, Risk and uncertainty. Externality and trade-off, Constrained and unconstrained optimization, Economics of Information)

### UNIT II

(LECTURE HOURS: 12)

**Theory of Utility:** Basic concepts and laws (Theory of utility - cardinal and ordinal utility theory, law of diminishing marginal utility, law of Equimarginal utility, indifference curves, consumer equilibrium, consumer surplus) **Theory of Consumer Behaviour:** The indifference curve approach (Meaning, definition, assumptions and properties of the indifference curve, consumers equilibrium, budget line)

### UNIT III

(LECTURE HOURS: 12)

**Concept of Demand and Supply:** Different concepts of demand and demand curve (Determinants of demand, Law of demand, Demand forecasting methods, Market equilibrium, Concepts of elasticity) - Concept of supply and supply curve (Conditions of supply, Elasticity of supply, Economies of scale and scope)

#### **UNIT IV**

**(LECTURE HOURS: 12)**

**Production and Cost Analysis:** The production function (Meaning, Short-run and Long-run production function, law of diminishing returns and returns to scale) – Cost concepts (Fixed, variable and other cost concepts, least cost-input combination) - Relationship between production and cost (compare and contrast)

#### **UNIT V**

**(LECTURE HOURS: 12)**

**Pricing in different Market Structures:** Basic concepts of Market (Meaning, Types, Structures, Features) - Price determination ((long run and short run) in Perfect Competition, Monopoly, Monopolistic and Oligopoly markets) - Pricing strategies (Meaning, Concepts)

#### **Text and Reference Book:**

1. Business Economics – S.K. Singh Published by Sahitya Bhawan Publications, Edition, 2019.
2. Micro Economic Analysis – R.R. Barthwal Published by New Age International (P) Ltd., 2011.

|   |                                 |
|---|---------------------------------|
| Course Title : <b>BUSINESS ECONOMICS (P)</b>  | Course Code : 43Q               |
| Semester : <b>IV</b>                          | Course Group : <b>DSE- II</b>   |
| Teaching Scheme in Hrs (L:T:P) : <b>0:0:4</b> | Credits : <b>2</b>              |
| Map Code: K ( <b>PRACTICAL APPLICATION</b> )  | Total Contact Hours : <b>60</b> |
| CIA : <b>40 Marks</b>                         | SEE # : <b>60 Marks</b>         |
| Programme: <b>BBA LOGISTICS</b>               | # - <b>Semester End Exam</b>    |

### **LIST OF EXPERIMENTS**

1. Considering the differences between economics and business economics mentioned above, distinguish between economists and managers.
2. Find out the relationship between microeconomics and macroeconomics.
3. Prepare a report on the cost and benefit analysis (CBA) performed by Tata Motors for its product Tata Nano.
4. Find out some other applications of economic laws.
5. Based on the difference between desire, want and demand, list down 10 things that you desire to have and classify them as your wants or demands.
6. List down five pairs of commodities that are substitutes of each other and discuss how changes in the price and demand of one affect those of the others.
7. List down the examples of both Giffen goods and Veblen goods that you use in your daily life.
8. Find out how the expectations of investors affect the buying and selling of shares and stocks in the capital market.
9. Find out the social accounting report of an organisation of your choice. Determine the strengths and weaknesses of the social initiatives taken by the organisation.
10. Pricing falls under economic dynamics. Comment.
11. Prepare a report on the estimation of GNP in India using the Internet.
12. Find out information on different business cycles that have taken place in the Indian economy in the past few years.