

**RVS COLLEGE OF ARTS AND SCIENCE (AUTONOMOUS)  
SULUR, COIMBATORE-641402**

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



**Syllabus effective for the students admitted during 2022-2023 & onwards**

**(Batch: 2022 - 2025)**

**HOD**

**PRINCIPAL**

**COE**

## PROGRAMME OUTCOMES (POs):

PO1	Domain Knowledge
PO2	Communicative Competence
PO3	Digital Strategic Knowledge
PO4	Multi-Cultural Competence
PO5	Critical Thinking and Problem Solving
PO6	Research and Analytical Skills
PO7	Moral, Ethical and Professional Responsibilities
PO8	Leadership and Lifelong Learning

## PROGRAMME SPECIFIC OUTCOMES: (PSOs)

Upon completion of Bachelor of Business Administration 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.

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

**Sulur, Coimbatore – 641 402**

**SCHEME OF EXAMINATIONS**

**B.B.A LOGISTICS (BACHELOR OF BUSINESS ADMINISTRATION (LOGISTICS))**

**2022-2025 BATCH**

**ACADEMIC YEAR (2024- 2025)**

Semester	Course Opted	Course Name	D	L	T	P	CIA	ESE	Marks	Credits
<b>I</b>	MIL – I	Tamil-I/Hindi-I / Malayalam – I/ French-I/Arabic- I	3	6	-	-	25	75	100	4
	AECC – G I -1	English-I	3	6	-	-	25	75	100	4
	DSC – I	Business Organization	3	4	-	4	25	75	100	6
							40	60		
	DSC – II	Micro Economics	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 – II/French-II/Arabic-II	3	6	-	-	25	75	100	4
	AECC – GI -2	English-II	3	6	-	-	25	75	100	4
	DSC – III	Business Statistics	3	5	1	-	25	75	100	6
	DSC – IV	Financial Accounting	3	4	-	4	25	75	100	6
							40	60		
	– G II –1	Environmental Studies	3	1	-	-	100	-	100	1
	NCC – G II	NCC/NSS/ SPORTS/CULTURALS	-	1	-	-	-	-	-	-
	LIB	Library	-	1	-	-	-	-	-	-
<b>Total</b>					<b>29</b>				<b>500</b>	<b>21</b>

Semester	Course Opted	Course Name	D	L	T	P	CIA	ESE	Marks	Credits
III	MIL-III	Tamil-III/Hindi-III/Malayalam – III/French-III/Arabic-III	3	4	-	-	25	75	100	2
	AECC- GI-3	English-III	3	4	-	-	25	75	100	2
	DSC – V	Macro Economics	3	5	1	-	25	75	100	6
	DSC – VI	Principles of Logistics Management	3	5	1	-	25	75	100	6
	DSE – I	Elective – I	3	5	1	-	25	75	100	6
	NCC – G I -1	Professional English - I	3	2	-	-	Grade			
	NCC – G II	NCC/NSS/ SPORTS/CULTURALS	-	1	-	-	-	-	-	-
	<b>Total</b>					<b>29</b>				<b>500</b>
IV	MIL-IV	Tamil-IV/Hindi-IV/Malayalam – IV/French-IV/Arabic-IV	3	4	-	-	25	75	100	2
	AECC- GI-4	English-IV	3	4	-	-	25	75	100	2
	DSC – VII	Financial Management	3	5	1	-	25	75	100	6
	DSC – VIII	Human Resource Management	3	5	1	-	25	75	100	6
	DSE - II	Elective – II	3	5	1	-	25	75	100	6
	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	-	-	-	-	-	-
	<b>Total</b>					<b>32</b>				<b>600</b>

Semester	Course Opted	Course Name	D	L	T	P	CIA	ESE	Marks	Credits	
v	DSC – IX	Marketing Management	3	5	1	-	25	75	100	6	
	DSC – X	Production and Materials Management	3	5	1	-	25	75	100	6	
	DSE – III	Elective – III	3	5	1	-	25	75	100	6	
	DSE - IV	Elective – IV (EDC)	3	5	1	-	25	75	100	6	
		Industrial Training Report and Viva Voce	-	-	-	-	Completed			<b>Grade</b>	
	<b>Any ONE Group</b>										
	<b>Group A</b>										
		EC – G II – A - 1	Placement - College to Corporate I	3	2	-	-	50	-	50	2
		SEC – GII – 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>29</b>				<b>500</b>	<b>28</b>
VI	DSC - XI	Research methodology	3	5	1	-	25	75	100	6	
	DSC – XII	Cost and Management Accounting	3	4	-	4	25	75	100	6	
			3				40	60			
	DSE - V	Elective – V	3	5	1	-	25	75	100	6	
	DSE - VI	Elective – VI	3	-	-	6	40	60	100	6	
		ALCTA *	(e-Learning in MOOC Platform) / PIPP	Extra Credits						4*	
<b>Total</b>					<b>26</b>				<b>400</b>	<b>24</b>	
<b>TOTAL</b>									<b>2900</b>	<b>140 +4*</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. Supply Chain Management
2. International Business Management

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

1. Warehouse Management
2. Marine Insurance

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

1. Foreign Exchange Management (FOREX)
2. Logistics Information System

### **DSE IV- Discipline Specific Elective Courses IV: (V Semester)EDC – Extra Disciplinary course - LIST ENCLOSED**

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

1. International Trade Procedures
2. Shipping and Port Management

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

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

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

The assessment will be done by RVS Training Academy and department - 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.

## Extra Disciplinary Course : (EDC) - V-Sem

Any one Course from the following

Course	Course Name	L	T	P	CIA	ESE	Total	Credits
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	<b>General Awareness for Competitive Exams</b>	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. Sc., Psychology	Stress and Conflict Management	5	1	-	25	75	100	6
<b>Total</b>							<b>100</b>	<b>6</b>

## SEMESTER – I

### DISCIPLINE SPECIFIC COURSE (DSC –I)

#### BUSINESS ORGANIZATION - THEORY

Course Title : BUSINESS ORGANIZATION	Course Code : 13A
Semester I	Course Group : DSC I
Teaching Scheme in Hrs (L:T:P) : 4:0:0	Credits 4
Map Code : C	Total Contact Hours : 60
CIA : 25 Marks	SEE # :75 Marks
Programme: BBA, BBA-CA, BBA (Logistics)	# - Semester End Exam

S.No.	Course Outcome (Cos): After completion of this course, the students will be able to	POs &PSOs	Cl. Ses /hrs.	CL
CO1	Draw the different approaches to management, including scientific management, administrative management, and the human relations approach.	PO3 & PSO4	10	Apply
CO2	Apply the various types of planning and describe organising, decision making, coordination and controlling.	PO3 & PSO3	12	Apply
CO3	Demonstrate the ability to recognize and address attitude, manage emotions in oneself and describe personality model and theories of motivation.	PO3 & PSO3	13	Apply
CO4	Assess the techniques in group decision making and identify effective communication in building positive workplace relationships and supportive organisational culture.	PO3 & PSO3	14	Apply
CO5	Practice effective organisational Power, Politics,Culture and Change.	PO3 &PS04	11	Apply

#### **UNIT : I (LECTURE HOURS: 10)**

**Introduction to Management:** Importance of Management (Purpose, Features, Importance of management) - Management vs Administration & Management Roles (Administration as different from management. Interpersonal, Informational, Decisional) - Management Skills, Levels of Management (Top management, Middle management, Supervisory management) - **Development of Management Thought:** Scientific Management (Functional foremanship, Standardization and simplification of work, Work study, Differential piece wage system) - Administrative Management (Managerial qualities and Training, General Principles of management) - Human Relations Approach (Human behaviour approach is the outcome of the thoughts developed by behavioural scientists).

#### **UNIT : II (LECTURE HOURS: 12)**

**Management Functions: Planning :** Types of Planning (Corporate and functional ,Strategic and operational planning, Long-term and short-term planning , Proactive and reactive planning , Formal and



Informal planning) - Steps in Planning (Perception of opportunities, Establishing objectives, Planning Premises etc..) – **Organizing:** Organizational Structure (Formal and informal organizations & characteristics, Features of good organizational Structure) - Forms of Organizational Structure (Functional, Divisional, Matrix, Team based, Committee, Task force, Free-Form) - **Decision Making :** Types of Decisions & Decision Making Process, & Effective Decision - Concept, Features and Types Specific objectives, Problem identification, Search for alternatives., etc., - Guidelines for Making Effective Decision (Action oriented, Goal oriented, Efficiency in implementation & (5 guidelines for making decision) – **Coordination:** Techniques of effective Coordination (Essentials, Principles) – **Control:** Controlling techniques (Control techniques at operational level).

#### **UNIT : III (LECTURE HOURS: 13):**

**Organizational Behavior:** Concept of OB (Definition A field of study not a discipline, Interdisciplinary approach) - Contributing disciplines towards OB (Psychology, Sociology, Socio Psychology, Anthropology, Political Science.) – **Attitude:** Components of Attitude, Major of Job Attitudes (Meaning, Cognitive Components, Affective components, Behavioral components. Job satisfaction, Job involvement, Organizational commitment) **Emotions:** Sources of Emotions - Personality, Time of the day, Day of the week, weather, Stress, etc..) – **Perception:** Common Shortcuts in Judging others (Selective perception, halo effect, contrast effects, stereotyping.) – **Personality:** Big Five Personality model (Extraversion, Agreeableness, Conscientiousness, Emotional stability, Openness to experience.) – **Motivation:** Maslow's Need Hierarchy & Herzberg's Motivation- Hygiene Theory (Physiological, safety, social, Esteem, self-actualization, Two-factor theory also called Motivation)

#### **UNIT : IV (LECTURE HOURS: 14)**

**Group Behavior:** Types of groups, why do people form groups? (Formal and Informal group, in-group favoritism) - Stages of Group Development (Forming, storming, norming, performing, adjourning) - Group Think and Group Shift (Group think, Group shift or Group polarization) - Group Decision Making Techniques (Group V/S Individual decision making, Groupthink to Group shift. Brain storming, Nominal group technique, Interacting technique, electronic meeting method. - **Communication:** Process of Communication, and Direction of Communication (Sender, encoding, message, channel, decoding, receiver, noise and feedback. Downward communication, Upward communication, Lateral Communication. - Barriers to effective Communication. (Filtering, selective perception, information overloaded, emotions, language, silence, lying).

#### **UNIT : V (LECTURE HOURS: 11)**

**Organizational Power:** Bases of Power (Meaning, Formal power, Personal power) - Power Tactics (Legitimacy, Rational persuasion, Inspirational appeals, Consultation, Exchange, Personal appeals) - **Organizational Politics:** Political Behavior (Definition, political behaviour) - Factors Contributing to Political Behavior (Individual factors, Organizational factors) – **Organizational Culture:** Creating and Sustaining Culture Forces for Change (How a culture Begins Keeping a culture alive. Nature of the

workforce, Technology, Economic shocks, Competition, Social trends, World politics) – **Organizational change:** Resistance to change (Tactics, Overcoming to change: Education and communication, Participation, Facilitation and support, Negotiation, Manipulation and Cooperation, Coercion) - Sources of Resistance to Change (Individual sources Organizational sources).

### **BOOKS:**

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

**T2.** Organizational Behavior, 16<sup>th</sup> edition (2017), Stephen P. Robbins, Pearson India Education Services Private limited, New Delhi.

### **REFERENCE BOOKS:**

**R1.**T.Ramasamy,(2010) Principles of Management, Himalaya Publishing house.

**R2.** Organizational Behavior, 2012 edition, Prasad. L.M, Sultan Chand & Sons, New Delhi

### **Online Reference:**

Edx Online Course –

Organizational Behaviour.

<https://www.edx.org/course/organizational-behaviour-ubcx-busobhr1x>

SWAYAM:

Management Concept and Organizational Behaviour

<https://swayam.gov.in/courses/274-management-concept-and-organizational-behavior>

**SEMESTER – I**  
**DISCIPLINE SPECIFIC COURSE (DSC – I)**  
**BUSINESS ORGANIZATION– PRACTICAL**

<b>Course Title : BUSINESS ORGANIZATION (P)</b>	<b>Course Code : 13P</b>
<b>Semester I</b>	<b>Course Group : DSC I</b>
<b>Teaching Scheme in Hrs (L:T:P) : 0:0:4</b>	<b>Credits 2</b>
<b>Map Code : C</b>	<b>Total Contact Hours : 60</b>
<b>CIA : 25 Marks</b>	<b>SEE # :75 Marks</b>
<b>Programme: BBA, BBA-CA, BBA (Logistics)</b>	<b># - Semester End Exam</b>

**LIST OF PRACTICALS:**

1. Prepare roles and responsibilities of a team manager of any organization of your choice.
2. Prepare a report on how Henry Fayol's principles of management is followed in any Organization /Retail outlet
3. Draw and develop an effective organization structure of any type of organisation of your own.
4. Provide a list of planning arrangements for organizing a cultural event in our college.
5. As a recruitment executive prepare a staffing process to hire qualified candidates for a FMCG, and a Bank.
6. Develop a Decision Making process to buy a consumer durable product.
7. Students are asked to form a group and pass secret information to one another on the grapevine channel among the group. The last one should tell the secret aloud.
8. Come up with a strategy to encourage and motivate your friends to take on challenging roles in life.
9. Collect and assess different types of perception views on pictures
10. Students asked to choose any three personalities and describe about them. Class students are asked to guess the personalities.
11. Prepare a report on the changes you faced when you moved from school structure to college structure and how you adopted to that change.
12. Students are asked to imagine an optimistic event happening to them, suggest few ways to make it pessimistic.
13. Case Study

**SEMESTER – I**  
**DISCIPLINE SPECIFIC COURSE (DSC – II)**

**MICRO ECONOMICS**

Course Title: <b>MICRO ECONOMICS</b>	Course Code : <b>13B</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: C (THEORY CONCEPTS)	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>

S.No	Course Outcome (Cos): After completion of this course, the students will be able to	PSOs	Cl. Ses/ Hrs	CL
CO1	Define the Basic economic problems and Analyze the influences on the mobility of factors of production.	PSO4	18	Analyze
CO2	Identify the decision makers involved in micro economics and macroeconomics and analyze how the price mechanism provides answers to key allocation decisions.	PSO4	18	Analyze
CO3	Illustrate the price determination and discuss the implication of price elasticity of demand and supply for decision making.	PSO4	18	Apply
CO4	Examine the functions and role of money, banking, households, workers and trade union as micro economic decision makers.	PSO4	18	Analyze
CO5	Discuss the basic concepts of firms and Analyze the reasons for the existence of small firms.	PSO4	18	Analyze

**UNIT I**

**(Lecture Hours: 15+3)**

**The Basic Economic problem: The Nature of Economic Problem:** Finite Resources and Unlimited Wants, Economic goods and Free Goods. **Factors of Production:** Importance of Factors of Production, Mobility of Factors of Production, Quantity and Quality of the Factors of Production, Payment for factors of Production. **Opportunity Cost:** Meaning, Influence of Opportunity Cost on Decision Making. **Production Possibility Curves:** A Production possibility curve, Production Points, Movements along a PPC, Shifts in a PPC.

**ACTIVITY:**

- 1. Presentation:** List Three Current Wants of Each Students with reasons for those wants
- 2. Group Discussion:** Explain why some countries are moving from a mixed to a market economy
- 3. Individual Activity:** Identify two forms of land that are used by a paper mill.

## UNIT II

(Lecture Hours: 15+3)

**The Allocation of Resources: Micro and Macro Economics:** The Differences between Micro and Macro Economics, Decision Makers in Microeconomics and Macroeconomics. **Role of Markets in Allocating Resources:** Three key Allocation Decisions, Different Economic Systems, A Market Economic System, The Role of Price Mechanism. **Demand:** Definition of Demand, Demand and Price, Individual and Market Demand. Conditions of Demand. **Supply:** Definition of Supply, Supply and Price, Individual & Market Supply, Conditions of Supply.

### ACTIVITY:

- 1. Presentation:** Explain why the demand curve is downward sloping whilst the supply curve is upward sloping.
- 2. Group Discussion:** Discuss in each following case which product would be likely to have the higher price and why:
  - a) Gold and rice
  - b) The services of a dentist and the services of a cleaner
  - c) The price of a ticket at the football World Cup and a ticket at a local non-league game
- 3. Individual Activity:** Decide which of the following would raise labour productivity
  - a. improved education and training
  - b. better equipment
  - c. worse working conditions

## UNIT III

(Lecture Hours: 15+3)

**The Allocation of Resources: Price Determination:** Determination of Prices, Market Equilibrium, Moving from Market Disequilibrium to Market Equilibrium. **Price Changes:** The Effect of Changes in Demand, The Effect of Changes in Supply, Changes in Demand and Supply. **Price Elasticity of Demand (PED):** Definition of Price Elasticity of Demand, Calculating PED, Interpretation of PED, Elastic and Inelastic Demand, Determinants of PED, Changes in PED, Implications of PED for Decision Making. **Price Elasticity of Supply (PES):** Definition of Price Elasticity of Supply, Calculating PES, Interpretation of PES, Elastic and Inelastic Supply, Determinants of PES, Changes in PES, Implications of PES for Decision Making.

### ACTIVITY:

- 1. Presentation:** Market economic system:
  - a) What is produced?
  - b) How is output produced?
  - c) Who gets the products produced?
- 2. Group Discussion:** In recent years, UK companies have become more health conscious. This has led to a fall in demand for chips. A number of chips producers have gone out of business.
  - a) What effect is a fall in demand likely to have on price?
  - b) What evidence is there above of the UK chips market working efficiently?
- 3. Individual Activity:** Decide in each case whether demand is likely to be elastic or inelastic
  - a. flowers
  - b. gold jewellery
  - c. coffee
  - d. train travel by commuters
  - e. food

## UNIT IV

(Lecture Hours: 15+3)

**Micro Economic Decision Makers: Money:** Forms of Money, Function of Money, Characteristics of Money. **Banking:** Commercial Bank, Central Banks. **Households:** Spending, Saving, and Borrowing. **Workers:** Factors that Influence an Individual's Choice of Occupation, Why Earnings of Occupations Change over Time, The extent to which earnings change, Specializations and Division of Labour. **Trade Unions:** Types of Trade Unions, The Role of Trade Unions, Factors affecting the strength of a Trade Union.

### ACTIVITY:

- 1. Presentation:** Explain why the production of cars may increase whilst the productivity of carworkers may fall.
- 2. Group Discussion:** Discuss how the spending of the poor is likely to differ from that of the rich.
- 3. Individual Activity** Discuss how many characteristics of money each of the following item possesses:  
a) Leaves      b) Sea shells      c) Gold

## UNIT V

(Lecture Hours: 15+3)

**Micro Economic Decision Makers: Firms:** Classification of Firms, Small Firms, Causes of the Growth of Firms, Mergers, Economies and Diseconomies of Scale. **Production:** Demand for Factors of Production, Labour-intensive or Capital-intensive Production, Production and Productivity. **Market Structure:** Competitive Markets, Monopoly Markets.

### ACTIVITY:

- 1. Presentation:** Draw a cost curve diagram to show:  
a) Internal and External Economies of Scale  
b) Internal and External Diseconomies of Scale
- 2. Group Discussion:** Discuss two types of Internal and External economics that may be experienced by firms in the mining industry and its impact.
- 3. Individual Activity:** Decide whether the following industries are usually capital-intensive or labour-intensive.  
a. air travel      b. fruit picking      c. hotels      d. oil production      e. telecommunication

### Text Books:

- 1. Essentials of Economics** - Stanley L. Brue, Campbell R. McConnell, Tata McGraw-Hill, Third reprint-2008 Edition
- 2. Essentials of Economics** - **Bradley R. Schiller**, McGraw-Hill, October 2013 Edition

### Reference Books:

- 1. Principles of Macroeconomics**- H L Ahuja, S. Chand Publishing, 2020
- 2. Principles of Microeconomics** – 5<sup>th</sup> Edition by Salvatore Dominick, Oxford University Press
- 3. Microeconomics**- Robert S. Pindyck, Daniel L. Rubinfeld, Prem L. Mehta- 7th Edition
- 4. Business Economics** – S. K. Singh, Published by Sahitya Bhawan Publications, Edition 2019.

**SEMESTER – II**  
**DISCIPLINE SPECIFIC COURSE (DSC – III)**  
**BUSINESS STATISTICS**

Course Title : <b>BUSINESS STATISTICS</b>	Course Code :23A
Semester : <b>II</b>	Course Group : <b>DSC -III</b>
Teaching Scheme in Hrs (L:T:P) : <b>4:2:0</b>	Credits <b>6</b>
Map Code : <b>D(THEORY)</b>	Total Contact Hours : <b>60</b>
CIA : <b>25 Marks</b>	SEE# : <b>75 Marks</b>
Programme : <b>BBA, BBA (CA) &amp; BBA LOGISTICS</b>	# - <b>Semester End Exam</b>

No.	Course Outcome	PSOs	CI.	CL
CO1	Interpret data to inform business decisions	PSO1 ,PSO4	12	U
CO2	Recognize trends, detect outliers, and summarize data sets	PSO1 , PSO4	12	AP
CO3	Analyze relationships between variables	PSO1 , PSO4	6	AP
CO4	Develop and test hypotheses	PSO1 ,PSO4	6	AP
CO5	Craft sound survey questions and draw conclusions from population samples	PSO1 ,PSO4	12	AP
CO6	Implement regression analysis and other analytical techniques in Excel	PSO1 ,PSO4	12	AP

**UNIT- I LECTURE HOURS :12**

Describing and Summarizing Data: Introduction (Analyzing Box office Revenues). Visualizing Data (Recognizing patterns, Histograms, Outliers). Descriptive Statistics (Central values for data, conditional means, percentiles, variability, Descriptive statistics in excel, coefficient of variation). Relationships Between Two Variables ( Scatter plots, correlation, hidden variables,time series). Hands on Practice(Practice Problems).

**UNIT- II LECTURE HOURS :12**

Sampling and Estimation: Introduction ( Sampling at Amazon). Creating Representative and Unbiased Samples( Samples Vs Population, Sample size, Avoiding Bias). The Normal Distribution( Rules of thumb, The Normal function NORM.DIST, The Normal function NORM.INV, The central limit theorem). Confidence Intervals (Estimating the population mean, Large samples, small samples, choosing a sample size, estimating the population proportion). Amazon's Inventory Sampling- Hands on Practice (Practice Problems).

**UNIT- III LECTURE HOURS :12**

Hypothesis Testing: Introduction (Amazon's use of Hypothesis Testing). Designing and Performing Hypothesis Tests (Developing Hypothesis, Constructing a range of likely sample means, using p- values, Type I and Type II Errors, One sided testing, comparing two populations). Improving the

Customer Experience (The shopping cart A/B test, The arrow A/B test, The magazine A/B test). Hands on Practice (Practice Problems).

**UNIT- IV** **LECTURE HOURS :12**

Single Variable Linear Regression: Introduction (Regression at Disney Studios. Regression Line- Visualizing the Relationship, The best fit line, The structure of the Regression line). Forecasting (Point Forecasts, Prediction intervals). Interpreting the regression output ( Quantifying predictive power, testing for a significant relationship, R-square vs p-value, Residual analysis). Performing Regression Analysis- (Regression Analysis in excel, Using dummy variables). Forecasting Home Video Units (The Disney Studio Model, Just a starting point). Hands on Practice (Practice Problems).

**UNIT-V** **LECTURE HOURS :12**

Multiple Regressions: Introduction (Multiple Regression at Caesars). Multiple Regression equation(Single Vs Multiple Regression, Interpreting the multiple regression equation, forecasting). Adapting concepts from single regression ( Adjusted R-square, Residual Analysis, Testing for Significance of Variables ). Performing Multiple Regression Analysis ( Multiple Regression Analysis in Excel). New Concepts in Multiple Regression (MultiCollinearity, Dummy variables, lagged variables). The Caesars Staffing Problem (Developing the model, analyzing the results, Improving the model). Hands on Practice ( Practical Problems).

**REFERENCES:**

R1.Open Intro Statistics (Third Edition) by David M Diez , Christopher D Barr, MineCetinkaya - Rund | Edition:3 | Open Intro Statistics | Christopher D Barr AND

David M Diez AND Mine Cetinkaya (2017)

R2. An Introduction to Statistical Learning with Applications | Edition:1 | Springer |

Daniela Witten AND Gareth James AND Robert Tibshirani AND TrevorHastie(2013)

R3. Business Analytics | Edition: | Harvard Business School | Janice Hammond( )



**SEMESTER – II**  
**DISCIPLINE SPECIFIC COURSE (DSC – IV)**  
**FINANCIAL ACCOUNTING - THEORY**

<b>Course Title: FINANCIAL A ACCOUNTING</b>	<b>Course Code:23B</b>
<b>Semester: II</b>	<b>Course Group: DSC - IV</b>
<b>Teaching Scheme in Hours (L :T:P):4:0:0</b>	<b>Credits:4 Credits</b>
<b>Map Code:</b>	<b>Total Contact Hours:60</b>
<b>CIA:25 MARKS</b>	<b>SEE # :75 MARKS</b>
<b>Programme: BBA,BBA CA &amp; BBA LOGISTICS</b>	<b># - Semester End Exam</b>

No.	Course Outcome (Cos):After completion of this course, the student will be able to	PSOs	CL Ses	CL
CO1	Apply the double entry system of book keeping and describe the principles of Accounting.	PSO3	12	AP
CO2	Understand and apply the concept of business documents, books of prime entry and verification of accounting records.	PSO3	12	AP
CO3	Understand and apply the concept bank reconciliation, control accounts and accounting procedures	PSO3	12	AP
CO4	Understand the concept of different accounting procedures	PSO3	12	U
CO5	Ability to prepare financial statement for sole traders.	PSO3	12	U

**UNIT : I**

**LECTURE HOURS:12**

**THE FUNDAMENTALS OF ACCOUNTING : The Purpose of Accounting** (The difference between book – keeping and accounting , The purpose of measuring business profit and loss, Therole of accounting in providing information for monitoring progress and decision making ) – **The Accounting Equation** (Assets, liabilities and owner’s equity , the accounting equation ) **ACCOUNTING PRINCIPLES AND POLICIES: Accounting Principles** (Introduction,Prudence, Matching, Consistency, Going concern, Historic cost, Materiality, Business entity,Duality, Money measurement, Realisation) – **Accounting Policies** (The international AccountingStandards Board, Comparability, Reliability, Understandability)

**SOURCES AND RECORDING OF DATA :The double entry system of book–keeping** ( Double entry book – keeping, Accounting of inventory, Accounting for expenses and income,Accounting for drawings, Making transfer to financial statements, Division of the ledger into thesales ledger, the purchase ledger and the nominal ledger)

**UNIT : II**

**LECTURE HOURS:12**

**BUSINESS DOCUMENTS** (Types of business document) – **Books of Prime Entry** ( Introduction,The

cash book, The petty cash book, Sales journal, Purchase journal, Sales returns journal, Purchasereturns journal, The general journal)

**VERIFICATION OF ACCOUNTING RECORDS: The Trial Balance** (Preparing a trial balance , Uses and limitation of the trial balance, Errors and the trial balance, Errors that do not affect the trial balance) –

**UNIT : III**

**LECTURE HOURS:12**

**Correction of Errors** (Introduction, Correcting errors that do not affect the trial balance, Correcting errors that do affect the trial balance, Adjusting profit and loss after the correction of errors, The effect of correction of errors on a statement of financial position)

**Bank Reconciliation** ( The use and purpose of a bank statement, updating the cash book, Bank reconciliation statement) – **Control Accounts** (Introduction, Sales ledger control account, Purchases ledger control account, Contra entries, Credit and debit balances in the same, Control account, use of control accounts)

**UNIT : IV**

**LECTURE HOURS:12**

**ACCOUNTING PROCEDURES: Capital and Revenue Expenditure and Receipt** (Capital expenditure and revenue expenditure, Capital receipts and revenue receipts, The effect of incorrect treatment of expenditure). **Accounting for Depreciation and Disposal of Non – Current Assets** ( What is depreciation?, Methods of depreciation, Ledger accounts and journal entries for the provision of depreciation, Sales of non-current assets) – **Other Payable and Other Receivables**( The matching principle, Recording accrued and prepaid expenses, Recording, Recording accrued and prepaid incomes, Recording accrued and prepaid amounts for multiple periods) –

**UNIT : V**

**LECTURE HOURS:12**

**Irrecoverable Debts and Provision for Doubtful Debts** (Irrecoverable debts and recovery of debts written off, Provision for doubtful debts) – **Valuation of Inventory**( How inventory is valued, The effect of an incorrect valuation of inventory)

**PREPARATION OF FINANCIAL STATEMENT: Sole Traders** (Advantages and disadvantages of operating as a sole trader, Income statement, Statement of financial position)

**REFERENCE BOOKS:**

**R1** Financial Accounting / Edition:14/S.Chand& Co/ CA Bharat Tulsian and CA Dr. C.Tulsian(2014).

**R2** Accounting – David Horner and Leanna Oliver– Collings - I Edition – 2018

**SEMESTER – II**  
**DISCIPLINE SPECIFIC COURSE (DSC – IV)**  
**FINANCIAL ACCOUNTING - PRACTICAL**

Course Title: <b>FINANCIAL A ACCOUNTING</b>	Course Code: <b>23P</b>
Semester: <b>II</b>	Course Group: <b>DSC - IV</b>
Teaching Scheme in Hours (L :T:P): <b>0:0:4</b>	Credits: <b>2 Credits</b>
Map Code:	Total Contact Hours: <b>60</b>
CIA: <b>40 MARKS</b>	SEE # : <b>60 MARKS</b>
Programme: <b>BBA, BBA CA &amp; BBA LOGISTICS</b>	# - <b>Semester End Exam</b>

**UNIT: I**

**LECTURE HOURS: 60**

1. Problems in accounting equation and double entry book keeping.
2. Problems in books of prime entry, trial balance, correction of errors.
3. Collect various business documents.
4. Visit ICAI.org . Refer under Resources, Accounting standards and Ind AS.
5. “Accounting is useful only to the owner of the business” - Do you agree.
6. Collection of various sources documents.
  - Cash receipt / Voucher
  - Invoice
  - Debit note
  - Credit note
  - Pay –in slip
  - Cheque
  - Statement of Account
  - Bank Statement
7. Fill the missing information in the following journal entries:

Date	Accounts Details	Debit	Credit
2020 APR - 01	----- To ----- Goods purchased for cash Rs.20,000	Dr ***	***
Apr-07	----- To ----- Goods sold for cash Rs.30,000	Dr ***	***
Apr-09	----- To ----- Furniture purchased Rs.15,000	Dr ***	***
Apr-10	----- To ----- Rent paid Rs.2500	Dr ***	***

Apr-15	-----	Dr	***	
	-----	Dr	***	
	To -----			***
	Business started with cash Rs.10,000 , building Rs.75000			
	-----	Dr	***	
Apr-15	-----	Dr	***	
	-----	Dr	***	
	-----	Dr	***	
	-----	Dr	***	
	To -----			***
	To -----			***
	To -----			***
	Business has opening balance: Cash Rs.17,500, Bank Rs.25,000, Trade receivables Rs. 2,500 Furniture Rs.15,000, Machinery Rs.15,000 , Trade payable Rs.5000, Bank loan 30,000, Capital Rs.40,000			

8. Write the narration with reference to the following journal entries:

In the Books of Shyam Journal Entries

Date	Accounts Details	Debit	Credit
2020 April	Cash Dr	3,00,000	
	To Owners equity		3,00,000
	Drawings Dr	3,000	
	To Cash		3,000
	Cash Dr	12,000	
	To Sales		12,000
	Rent Dr	5,000	
	To Bank		5,000
	Cash Dr	1,000	
	To Commission received		1,000
	Cash Dr	15,000	
	To Bank		15,000
	Bank Dr	20,000	
	To Cash		20,000

9. A cashier finds it difficult to maintain record of large volume of cash payment, ranging from Rs. 5 to Rs.10,00,000. Can you suggest a way to reduce his work burden?

- 10.** Identify and list down capital and revenue expenditure at home, college and bakery.
- 11.** Problems in bank reconciliation, control accounts and capital and revenue expenditure and receipts.
- 12.** How often the business entities buy stationary items? How often they buy machinery? Is it fair if the business entity treats both these type of expenditure the same?
- 13.** List out depreciable assets and appreciable assets?
  
- 14.** Problems in Accounting for Depreciation and Disposal of Non – Current Assets Other Payable and Other Receivables, Irrecoverable Debts and Provision for Doubtful Debts, Valuation of Inventory.
- 15.** Do you think the trial balance tallies all the time? What should be done when it does not tally?
- 16.** Imagine that you are staff of a small shop with an investment of Rs.10,000. Record imaginary business transactions for 10 days (include cash and credit transactions). Prepare journal, ledger and trial balance with them.
- 17.** Is trade discount the same as cash discount?
- 18.** Visit a stationary shop nearby. Observe its business activities for a week. After having discussion with the shopkeeper. Prepare a list of purchased and sold items by the shop. Record in the appropriate book.
- 19.** Problem solving in financial statement of Sole Traders.
- 20.** Download any manufacturing company's financial statement and also list the following:
  - Profile of the company
  - Non-current assets
  - Current assets
  - Different types inventories with values
  - Owners equity
  - Non –current liabilities
  - Current liabilities
  - Revenue of the business
  - Profit before tax
  - Tax expenses
  - Profit for the year
  - Other current assets

**SEMESTER – III**  
**DISCIPLINE SPECIFIC COURSES -V (DSC - V)**  
**MACRO ECONOMICS**

<b>Course Title : MACRO ECONOMICS</b>	<b>Course Code : 33A</b>
<b>Semester III</b>	<b>Course Group : DSC - V</b>
<b>Teaching Scheme in Hrs (L:T:P) : 5:1:0</b>	<b>Credits 6</b>
<b>Map Code : C (THEORY CONCEPTS)</b>	<b>Total Contact Hours : 90</b>
<b>CIA : 25 Marks</b>	<b>SEE # :75 Marks</b>
<b>Programme: BBA, BBA CA, BBA LOGISTICS - Semester End Exam</b>	

No	Course Outcome	PSOs	Cl. Ses	CL
CO1	Examine the reasons for Market failure and analyze the role of Government in macro economy.	PSO4	18	Analyze
CO2	Categorize the types of taxes and examine the reasons for increasing money supply.	PSO3	18	Analyze
CO3	Practice the inflation and deflation measurement and Illustrate the role of poverty and living standard in economic development.	PSO4	18	Apply
CO4	Analyze the reasons for increasing the population and its impact in economic development.	PSO3	18	Analyze
CO5	Demonstrate the importance and impact of international trade and globalization.	PSO3	18	Apply

**UNIT – I (Lecture Hours: 15)**

**The Allocation of Resources: Market failure:** Nature - Costs and Benefits - Information failure- Merit Goods and Demerit Goods - Public and Private Goods - Abuse of Monopoly Power - Immobility of Resources - Short- Termism. **The Government and the Macro Economic Aims:** Government’s influence on the local economy and the functions of government at local and national levels - the macroeconomic aims of government - Possible conflicts between macroeconomic aims.

**ACTIVITY: (Tutorial Hours: 3 Hrs)**

**1. Presentation:** The number of letters and parcels being sent by post (mail) is declining throughout the world. In some countries, for example the Netherlands, the postal industry is in the private sector. In others, it is in the public sector, for example the Nigerian Postal Service is government owned and operated.

1.1 Explain one argument for: a) the state delivering mail b) Private sector firms delivering mail.

**2. Group Discussion:** Demonstrate the difference between Merit goods and Demerit goods with suitable examples.

**3. Individual Activity:** Identify the role of national and international government in economic activity.

## **UNIT – II (Lecture Hours: 15)**

**Government and The Macro Economy: Fiscal Policy:** The Budget - the Reasons for Government Spending - Reasons for Levying Tax - Categories of Taxes - The Principles of Taxation - Impact of Tax - Fiscal Policy and the Budget - Effects of Fiscal Policy on Government - Macroeconomic Aims. **Monetary Policy** Money Supply - Monetary Policy - Effects of Monetary Policy on Government - Macroeconomic Aims.

### **ACTIVITY: (Tutorial Hours: 3 Hrs)**

- 1. Presentation:** Explain the direct and indirect taxes of India with suitable examples.
- 2. Group Discussion:** In most countries, small firms are entitled to tax relief for the purchase of capital goods and expenditure on research and development.
  - 2.1 What type of tax is levied on firms?
  - 2.2 Why may governments give small firms a tax advantage?
- 3. Individual Activity:** Illustrate the demonetization policies in different period.

## **UNIT – III (Lecture Hours: 15)**

**Government and The Macro Economy: Inflation and Deflation** Definition – Measurement – Causes – Consequences - policies to control Inflation and Deflation - Policy Conflicts. **Economic Development: Living standards:** Indicators of living standards- Comparing living standards and income distribution - **Poverty:** Absolute and Relative Poverty - The causes of Poverty - Possible government policy measures to reduce Poverty.

### **ACTIVITY: (Tutorial Hours: 3 Hrs)**

- 1. Presentation:** Identify the government policies on the distribution of income and wealth.
- 2. Group Discussion:** Greece experienced deflation over most of the period 2013-16. During this time, wages and pensions were cut and the economy experienced a recession. Some economists warned that the cut in wages could result in a long run deflation.
  - 2.1 Does the information suggest Greece suffered from bad deflation or good deflation?
  - 2.2 How may a reduction in wages result in a deflationary spiral?
- 3. Individual Activity:** India's inflation rate fell in both 2015 and 2016. These falls were thought to have been caused by good harvests, smaller increases in the price of oil and appropriate monetary policy, some economists were, however, predicting a more rapid rise in consumer expenditure in the next five years.
  - 3.1 What is meant by a fall in the rate of inflation?
  - 3.2 Explain how smaller increases in the price of oil rises may reduce inflation.
  - 3.3 Why may a rise in consumer expenditure cause inflation?

## **UNIT – IV (Lecture Hours: 15)**

**Economic Development: Population:** Factors that affect population growth - The reasons for different rates of population growth - The effects of changes in the size and structure of populations. **Differences in Economic Development between Countries: Economic Development:** - Causes of differences in

Economic Development between countries - The impacts of differences in Economic Development between countries.

**ACTIVITY: (Tutorial Hours: 3 Hrs)**

1. **Presentation:** Why governments seek to achieve economic development?
2. **Group Discussion:** Discuss the followings;
  - 2.1 How Foreign aid is more likely to promote economic development?
  - 2.2 How the economic development in one country can promote economic development in another country?
3. **Individual Activity:** The population Reference Bureau (PRB) forecast in 2016 that India’s population will become the world’s most populous nation in 2050. It projected that China’s population will fall from 1.37 billion to 1.34 billion, whilst India’s will increase from 1.27 billion to 1.71 billion. The projections were based on infant mortality rates, life expectancy, fertility rates, age structure, contraception and AIDS rates.
  - 3.1 Identify a factor influencing the population size, not mentioned in the passage.
  - 3.2 Explain why India’s population may grow by less than the predicted figure.

**UNIT – V (Lecture Hours: 15)**

**International Trade and Globalization: International specialization:** Specialization of countries at National level - Advantages and Disadvantages of Specialization at a National level. **Free trade and protection:** Globalization, Role of multinational companies - The benefits of free trade, Methods of protection - The reasons for and consequences of protection.

**ACTIVITY: (Tutorial Hours: 3 Hrs)**

1. **Presentation:** Discuss the role of IMF towards the economic growth.
2. **Group Discussion:** India exports a range of products including fruit, meat, minerals, spices, IT services and wheat. It imports, among other items, capital goods, edible oils, gold, and silver. The table shows India’s main trading partners in 2015

Main export destinations	Main source of imports
a.USA	a. China
b.UAE	b.Saudi Arabia
c.Hong Kong	c.UAE
D China	d USA

- 2.1 What proportion of the main countries that India exports to, also forms its main sources of imports
- 2.2 Explain two reasons for countries to buy spices from India.
3. **Individual Activity:** Using the information in the table, answer the following questions.

COUNTRY	CLOTHING (Units)	FISH
Bangladesh	50	200



Vietnam	100	600
---------	-----	-----

3.1 which country has the absolute advantage in producing clothing.

3.2 Explain which country has the comparative advantage in producing clothing

3.3 What will Vietnam export to Bangladesh?

**TEXT BOOK:**

T1 – Business Economics – S. K. Singh, Published by Sahitya Bhawan Publications, Edition 2019.

**REFERENCE BOOK:**

R1. Principles of Macroeconomics- H L Ahuja, S. Chand Publishing, 2020 R2. Principles of Microeconomics – 5 th Edition by Salvatore Dominick, Oxford University Press.

**SEMESTER – III**  
**DISCIPLINE SPECIFIC COURSE VI**  
**PRINCIPLES OF LOGISTICS MANAGEMENT**

Course Title: <b>PRINCIPLES OF LOGISTICS MANAGEMENT</b>	Course Code :33B
Semester : <b>III</b>	Course Group: <b>DSC VI</b>
Teaching Scheme in Hrs (L:T:P) : <b>5:1:0</b>	Credits : <b>6</b>
Map Code : <b>C (THEORY CONCEPTS)</b>	Total Contact Hours : <b>90</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	Draw the important concepts, principles and systems of logistics management.	PSO4	16	Apply
CO2	Demonstrate the basic terminology of logistical infrastructure, its importance and its types.	PSO3	20	Apply
CO3	Apply the transport technologies in various modes of transport.	PSO3	18	Apply
CO4	Illustrate the various allied services of transport and logistics service providers	PSO3	18	Apply
CO5	Demonstrate the logistics network planning, role of IT and finance in logistics	PSO3	18	Apply

**UNIT: I (LECTURE HOURS: 13, TUTORIAL:03)**

**Principles of Logistics – Introduction to Logistics** (History of Logistics, Need for 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 – Introduction** (Determinants of logistical service level)

**Management of Logistics Systems – Basic Management Systems** (Push and Pull Principles) - **Organizational and Operational Structures of Logistics** (Elements of logistics organization structures, logistical organisation Models)

**Tutorial Hour - 1. Technical terms 2. Organizational Model** (1. Identify the various technical terms used in logistics. 2. Draw the organizational model for logistics.)

**UNIT: II (LECTURE HOURS: 17, TUTORIAL:03)**

**Logistical Infrastructure – Logistical Infrastructure** (Basic Terminology, types and Functions) - **Transport Infrastructure** (Transport Routes and Transport Networks, Airports, Sea Ports and Inland Ports.) - **Transport Superstructure** (Rail stations and Rail road Systems, Terminals and Transshipment facilities, Logistics Real Estate, Parks, Freight Villages) – **Information Infrastructure** (Satellite Navigation) – **Communication Infrastructure** (Telecommunication, Satellite Systems)

**Tutorial Hour - 1. Letter of enquiry 2. Complaint letter** (1. Prepare a letter of enquiry of goods, freight rates, and insurance rates. 2. Prepare a Complaint letter for the fault goods received.)

### **UNIT: III (LECTURE HOURS: 15, TUTORIAL:03)**

**Transport Basics – *Transport Basics - Introduction*** (Significance and Development)

**Modes of Transport and Transport Technologies - *Road Freight Transport*** (Meaning, Characteristics and Types.) - ***Rail Freight Transport*** (Meaning, Characteristics and Types) – ***Sea Freight Transport*** (Meaning, Characteristics and Types) – ***Inland Waterway Transport*** (Meaning, Characteristics and types) - ***Air Freight Transport*** (Meaning, Characteristics and types) - ***Pipeline Transport*** (Meaning and Characteristics) - ***Combined Transport*** (Meaning and Types)

**Tutorial Hour - 1. *Insurance Claim for damaged goods.* 2. *Collection of certificates.*** (1. Prepare a procedure for claiming insurance for damaged goods on post inspection. 2. Collect a sample/specimen document of Bill of Lading, certificate of origin, forwarders certificate of receipt.)

### **UNIT: IV (LECTURE HOURS: 15, TUTORIAL: 03)**

**Logistics Allied Concepts – *Warehouse – Role and Importance*** (Warehouse: Warehouse-Meaning, Types of Warehouses Benefits of Warehousing) - ***Storage Facilities*** (Static and Dynamic Storage Systems) - ***Materials Handling*** (Conveyors)

**Logistics Service Providers - *Carriers and Forwarders*** (Focus of Forwarders, Transport Chain) - ***System Service Providers*** (Services to external service provider) – ***Contract Logistics provider*** (Comprehensive services) – ***Courier, Express, Parcel and Mail Service Providers*** (Competition Matrix)

**Tutorial Hour - 1. *Collection of documents.* 2. *Application for business activities* 3. *Case study.*** (1. Collect a sample/ specimen of Customs Invoice, Way Bill, CIM document, CMR document. 2. Identify the application of Logistics in the various functional business activities. 3. Case Study)

### **UNIT: V (LECTURE HOURS: 15, TUTORIAL: 03)**

**Logistics Network Planning – *Meaning & Objective*** (Learning in objective) - ***Strategic Network Planning*** (Network planning and improvements of the logistics performance)

**IT in Logistics - *EDI (Electronic Data Transmission)*** (Principle, EDIFACT message types and use areas – Advantages and Disadvantages of EDI)

**Identification Standards - *Common Identification Standards*** (GLN (Global Location Number), GTN (Global Trade Item Number), GRAI (Global Returnable Asset Identifier))

**Identification Technology - *Mechanical Reading*** (Classification of Mechanical Reading – Advantages and Disadvantages)

**Investment and Financing in Logistics - *The Basics, Financial Process*** (Introduction, Financial Process in Supply Chain Management- Classification)

**Tutorial Hour - 1. *Comparison for the procedures.* 2. *EDI* 3. *Case study.*** (1. Compare the procedures of Roadways, Railways, Seaways and Airways in logistics services. 2. Determine the role of EDI in logistics. 3. Case Study)

### **TEXT BOOK:**

T1: 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

### **ONLINE LEARNING COURSE**

Coventry University VIA Future learn by Nick Wright

**SEMESTER – III**  
**DISCIPLINE SPECIFIC ELECTIVE COURSE (DSE – I)**  
**ELECTIVE I - SUPPLY CHAIN MANAGEMENT**

<b>Course Title : ELECTIVE I - SUPPLY CHAIN MANAGEMENT</b>	<b>Course Code :33E</b>
<b>Semester III</b>	<b>Course Group : DSE – I</b>
<b>Teaching Scheme in Hrs (L: T:P): 5:1:0</b>	<b>Credits 6</b>
<b>Map Code: C</b>	<b>Total Contact Hours : 90</b>
<b>CIA : 25Marks</b>	<b>SEE# : 75 Marks</b>
<b>Programme: BBA Logistics</b>	<b># - Semester End Exam</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>
CO1	Able to understand the components and processes of supply chain as well as the Performance drivers of supply chain.	<b>PSO4</b>	<b>18</b>	<b>Apply</b>
CO2	Identify the key factors to be considered when designing a distribution network and Describe the role of transportation in a supply chain and role of infrastructure and policies in transportation.	<b>PSO3</b>	<b>18</b>	<b>Apply</b>
CO3	Understand the role of sourcing in a supply chain, structure successful auctions and negotiations.	<b>PSO3</b>	<b>18</b>	<b>Apply</b>
CO4	Demonstrate 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>18</b>	<b>Apply</b>
CO5	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>18</b>	<b>Apply</b>

**UNIT-I (lecture Hours: 15+Tutorial Hours: 3) HOURS: 18**

**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 (Sourcing, Procurement and Supply Management, Supply chain strategy or decision, Supply Chain Planning, Supply chain operation)

Understanding Supply Chain Management: Definition – objectives – Evolution - need - Issues involved in developing SCM Framework (Customer, Retailer, Distributor, Manufacture, Supplier)

Supply Chain Performance: Competitive and Supply chain Strategies – Expanding Strategic Scope (New product, Marketing and Sales Operations, Distribution Service - Understanding - customer supply chain uncertainty, Supply Chain capabilities) Challenges to Achieving and Maintaining Strategic Fit Achieving and Maintaining Strategic Fit in Emerging Retail Markets- Indian Scenario. (Increase product Variety, Globalization, Fragmentation Experience Adaptation)

Supply Chain Drivers and Metrics: Drivers of Supply Chain Performance and Obstacles – Framework for Structuring Drivers. (Facilities, Inventories, Transportation Information Sourcing)

Designing Distribution Networks: Role of Distribution in Supply Chain – Factors influencing Distribution network design (Explains about P& G Distribution Customer needs that are met Cost meeting Customer needs) – Design options for a Distribution Network –Online sales Distribution Network in Practice. (Customer, Retailer, Distributor, Manufacture, Supplier - Impact on online sales, Response time to customer Product variety, Product availability, Customer experience Faster time to Market Order visibility, Return ability, Direct sales to customer )

Tutorial Hour (Unit – I) – Frame out the Supply chain Management process of any one organization.

**UNIT-II (lecture Hours: 15+Tutorial Hours: 3)**

**HOURS: 18**

**SUPPLY CHAIN NETWORK DESIGN**

Network Design in the Supply Chain: Role of Network design in Supply Chain - Factors influencing network design decisions (Facility role, Facility location, Capacity Allocation, Market and Supply Allocation, Strategic Factors, Technological Factors, Macroeconomics) Framework for network Decisions (Competitive Strategy, Internal Constraints, Production Technologies, Competitive Environment)- Making network design decisions for a supply chain. (Do not underestimate the life span of facilities. Do not gloss over the cultural implications. Do not ignore quality-of-life issues. Focus on tariffs.) The Impact of Uncertainty on network decisions. (Distribution Network design in uncertain)

Global Supply Chain Network: The Impact of Globalization on Supply Chain Network (Percentage of supply chain impacted) - The Off-shoring Decision- risk management in global supply chain Discount cash flow- Evaluating Networking Design Decisions using Decision Trees. (Supplier Price Terms, Delivery cost, Inventory and warehousing, Cost of quality Formulas)

Tutorial Hour (Unit – II) –List out the various effective inventory techniques that you will follow in our organization.

**UNIT-III (lecture Hours: 15+Tutorial Hours: 3)**

**HOURS: 18**

**SUPPLY CHAIN SAFETY INVENTORY**

Managing Uncertainty in a supply chain safety inventory: The role of safety inventory in a Supply chain. Determining the appropriate level of safety inventory. (Inventory profile with safety inventory. Uncertainty of both demand and Supply. The desire level of product availability.) Impact of supply uncertainty on safety inventory. (Average demand period, Standard deviation, Average lead time, Standard deviation on lead time.) Impact on aggregation on safety inventory. (Apply formula) Impact of replenishment policies and safety inventory. (Continues policies) Role of IT in inventory Management. (Estimating and Managing Safety inventory in practice)

Tutorial Hour (Unit – III) – What are the safety inventory measures that need for the textile Industries in tirupur.

**UNIT-IV (lecture Hours: 15+Tutorial Hours: 3)**

**HOURS: 18**

**LOGISTICS TRANSPORTATION, SOURCING AND COORDINATION 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. (IKEA role in transport Modes of transport – Air, Water and Road. Transport Infrastructure – Air, Water and Road. ICC Selecting Analyzing Implementing)

Sourcing Decisions in a Supply Chain: Role of sourcing supply chain - Supplier Selection, Auctions, and Negotiation – Contracts, Risk Sharing and Supply Chain Performance – Designcollaboration. (Purchasing, Outsourcing, Key sourcing related process, Buy or return contracts, Revenue sharing contracts, Quantity Flexibility contract, Buy back contract, Manufacturer Supplier) – Making Sourcing Decisions in Practice. (Use Multifunctional teams, Ensure appropriate coordination across region and business units, Always evaluate the total cost of achieving, Build long term relationship with key suppliers, Build long term

relationship with key suppliers)

Supply Chain Co-ordination: Bull whip effect – Effect of lack of co-ordination in supply chain - (Demand fluctuation at different stages of supply chain, Manufacturing cost, Inventory Cost, Replenishment lead time, Transportation cost, Labor cost, Level of product Availability) Obstacles to co-ordination in supply chain. (Incentive obstacles, Information processing Obstacles, Operational Obstacles, Pricing Obstacles, Behavior Obstacles) – Managerial Levers to achieve coordination in a supply chain. (Aligning of goals and incentives, Improving informational visibility, Improving Operational Performance, Designing Pricing Strategies, Building Strategic Partnerships and trust) Continuous Replenishment and vendor Managed Inventories – Managerial Levers to achieve coordination in a supply chain. Continuous Replenishment and vendor Managed Inventories. (Introduction, Collaborative planning, forecasting and replenishment, Strategy and Planning, Demand and Supply Management, Execution Analysis)

Tutorial Hour (Unit – IV) – Illustrate IKEA role model of supply chain management and explain how it will work for Manufacturing Industry

**UNIT-V (lecture Hours: 15+Tutorial Hours: 3) HOURS: 18**

**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. Role Of Pricing And Revenue Management. (Introduction, Reverse osmosis, Pollution control, The value of product, The product is highly perishable, Demand has seasonal Product is sold.)

Information Technology in a Supply Chain: The role IT in supply chain. (Introduction Information must be accurate, Information must be accessible in a timely manner, Information must be the right kind Information must be share) - The supply chain IT frame work Customer Relationship Management. (Marketing Sell, Order Management Call/Service Center) – Internal supply chain management – Supplier relationship management. (Strategic Planning, Demand planning, Supply planning, Fulfillment, Field Service, Design Collaboration, Source, Negotiate Buy)

Supply collaboration – future of IT in supply chain – Supply Chain IT in Practice. (The growth in software as a service, Increased availability of right time, Increased use of mobile technology, Installing new IT system, Need employee to access new system, Select an IT System, Take Incremental steps and measures, Align the level of sophistication ,Use IT system to support, Think about the future)

Tutorial Hour (Unit – V) – Enumerate role of Information Technology in a Supply Chain and explain how its play the important role in upcoming future.

**TEXT BOOKS:**

1. Sunil Chopra, Peter Meindl, “Supply Chain Management - Strategy, Planning, and Operation”, Pearson Education, 7th 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, 2nd Edition, 2007.

## SEMESTER – III

### DISCIPLINE SPECIFIC ELECTIVE COURSE (DSE – I) (second option)

#### ELECTIVE I – INTERNATIONAL BUSINESS MANAGEMENT

Course Title : <b>INTERNATIONAL BUSINESS MANAGEMENT</b>	Course Code : 33E
Semester : <b>III</b>	Course Group : <b>DSE - I</b>
Teaching Scheme in Hrs (L: T:P): <b>5:1:0</b>	Credits : <b>6</b>
Map Code: <b>D (THEORY APPLICATION)</b>	Total Contact Hours : <b>90</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
<b>CO1</b>	Understand the concepts of International business	<b>PSO4</b>	<b>18</b>	<b>Understand</b>
<b>CO2</b>	Understand the basic concept International Business Environment	<b>PSO3</b>	<b>18</b>	<b>Understand</b>
<b>CO3</b>	To examine the nature, scope and trends in economic integration schemes' and understand the functions, role and impact of GATT and WTO	<b>PSO3</b>	<b>18</b>	<b>Understand</b>
<b>CO4</b>	To understand the role and functions of IMF, world bank, ADB, UNCTAD, UNIDO and MNCs	<b>PSO4</b>	<b>18</b>	<b>Understand</b>
<b>CO5</b>	To understand the types of foreign investment, theories and factors influencing foreign direct investment.	<b>PSO4</b>	<b>18</b>	<b>Understand</b>

#### UNIT-I

**LECTURE HOURS: 12**

**Introduction to International Business:** Introduction to International Business, Why Go International? International Orientations, Drivers and Restrainers of Globalization,

**Types of International Business & Decisions:** International Business Decisions, Types of International Business

#### **Tutorial Hour:**

Collect the cultural traits followed in foreign countries (minimum five Countries). Trace the problems and challenges international business.

#### UNIT-II

**LECTURE HOURS: 10**

**International Business Environment:** Environment of International Business and its significance - Economic Environment and Business, Socio Cultural Environment, Political Environment, Regulatory Environment, Natural Environment, Technological Environment, Transfer of technology

#### **Tutorial Hour:**

To a PESTLE analysis for a manufacturing organization. Compare the economic systems followed in any three different countries.

**UNIT-III****LECTURE HOURS: 11**

**International Trading environment:** Trade Blocs, European Union, NAFTA, SAARC, SAPTA  
**GATT/WTO/ Global Liberalisation:** GATT, WTO, IPRs and developing countries

**Tutorial Hour:**

Analyze the role of WTO in developing countries. Compare the Indian and Japanese Technology

**UNIT-IV****LECTURE HOURS: 12**

**International Economic Organizations:** IMF, World bank, International Financial Corporation, Asian Development Bank, UNCTAD, UNIDO

**Multinational Corporation:** Organizational models, MNC & International Trade, Multinationals in India

**Tutorial Hour:**

Identify the top MNC's in India (any three Sectors) and evaluate the internal environment (SWOT), Narrate the functions of World Bank

**UNIT-V****LECTURE HOURS: 15**

**International Investment and Finance:** Types of foreign private investment, Theories of international investment, Factors affecting International Investment, EXIM Bank

**Globalization of Indian Business:** Obstacles to Globalization, Factors favouring globalization, Globalization strategies

**Tutorial Hour:**

Liberalization, privatization and Globalization – in Indian perspective,

**Text Book:**

1. Francis Cherunilam, (2013), International Trade and Export Management. Himalaya Publications, Mumbai.

**Reference Books:**

1. K. Aswathappa (2017), International Business, 6th edition, McGraw Hill, New Delhi.
2. Charles W. L. Hill, G. Tomas M. Hult, Rohit Mehtani (2018), International Business: Competing in the Global Marketplace, McGraw Hill, New Delhi.
3. Gupta C.B.(2014), International Business, S.Chand, New Delhi.
4. Varma Sumati (2019), Fundamentals of International Business, 4th edition, Pearson Education, New Delhi.

**E-Resources:**

[https://onlinecourses.nptel.ac.in/noc21\\_mg98](https://onlinecourses.nptel.ac.in/noc21_mg98)



**SEMESTER – IV**  
**DISCIPLINE SPECIFIC COURSE – VII (DSC –VII)**  
**FINANCIAL MANAGEMENT**

*Note: Mark Distribution 30 % Problems & 70% Theory*

<b>Course Title</b> : FINANCIAL MANAGEMENT	<b>Course Code</b> : 43A
<b>Semester</b> IV	<b>Course Group</b> : DSC –VII
<b>Teaching Scheme in Hrs (L:T:P)</b> : 5:1:0	<b>Credits</b> 6
<b>Map Code</b> :	<b>Total Contact Hours</b> : 90
<b>CIA</b> : 25 Marks	<b>SEE #</b> :75 Marks
<b>Programme: BBA, BBA (CA), BBA LOGISTICS</b>	<b># - Semester End Exam</b>

No.	Course Outcome (Cos): After completion of this course, the student will be able to	PSOs	CL Ses	CL
CO1	Understand the various concept, objectives and approaches to financial management.	PSO4	16	U
CO2	Understand the financial planning and their usage in strategic decision making and control	PSO4	16	U
CO3	Able to compute cost of capital and capital Structure.	PSO1	20	AP
CO4	Able to apply the theories of dividend policies and the concept of leverage in managerial decision making.	PSO1	17	AP
CO5	Able to assess the various Sources of Finance and working capital needs for effective management of current assets and financing decisions	PSO4	11	U
CO6	Able to estimate the cash flows from an investment project, and make a recommendation to accept or reject the project using financial calculator.	PSO1	10	AP

**UNIT : I (LECTURE HOURS: 13, TUTORIAL:03)**

**Introduction to Finance and Financial Management** - Introduction, Definition, Importance (Finance is the life blood and nerve of a business. Helpful for financial planning, acquisition of funds, taking sound financial decisions, etc.) **Nature and scope of Finance Function / Financial Management** - Meaning & Approaches – (Finance function remains a focus of all activities. (i) Traditional Approach and (ii) Modern Approach) - Scope Or Content of Financial Management / Finance Function (Estimating financial requirements, Deciding capital structure, Selecting a sources of finance, Selecting a pattern of investment, Proper cash management, Implementing financial controls, Proper use of surpluses) - Relationship of Finance with other Disciplines (Purchase function, Productivity function, Distribution function, Accounting function, Personal function, Research and development, Financial management

and economics) - **Objectives of Financial Management** - Profit Maximization (Meaning, Arguments in favour and argument against Profit Maximization) - Wealth Maximization (Meaning, Implications and Criticism)

**Tutorial Hour:** 1. Organization chart - Prepare a specimen organization chart for the finance function in a large corporate enterprise. 2. Indian Financial System - Prepare report on current Indian Financial System and its scope

#### **UNIT – II (LECTURE HOURS:13, TUTORIAL:03)**

**Financial Planning** - Meaning and Objectives (*Meaning:* A financial plan is a statement estimating the amount of capital and determining its composition. *Objectives:* Adequate funds, Simplicity, Flexibility, Long term view, Liquidity, Optimum use, Economy) - Characteristics of a sound financial plan (Simplicity, Based on clear-cut objective, Flexibility, Profitability, Solvency and Liquidity, Cost, Less Dependence on outside sources) – Consideration (nature of industry -future plans-Standing of the concern -availability of sources -government control -general economic conditions) - Steps (establishing financial objectives- formulating financial policies-formulating procedures, -providing for flexibility) - **Financial Decision** - Meaning and Classification ((i) Investment Decision, (ii) Financing Decision, (iii) Dividend Decision) - Factors Influencing Financial decision ((i) External Factor.(ii) Internal Factor) - Risk-Return Trade off and Financial Management Process (Meaning of Risk-Return Trade off, Financial Decisions and Risk-Return Trade off, Steps in Financial Management Process) - Functional Areas of Financial Management (Determination financial needs, Selecting the sources of funds, Financial Analysis and Interpretation, Cost Volume Profit Analysis, Capital Budgeting, etc.)

**Tutorial Hour:** 1. Financial Planning - Prepare Finance planning for a Business (Textile, Garment, Coffeeshop, Restaurant - any one business)

2. Financial Decisions - Analyze simple cases based on the Finance Decision (case studies will be given)

#### **UNIT – III (LECTURE HOURS: 17, TUTORIAL:03)**

**Cost of Capital** - Introduction to cost of capital, Classification of cost (Meaning and Definition; Historical and future cost, Specific and composite cost, Explicit and implicit cost Average and Marginal cost) **Computation of cost of capital** - Specific source of finance (Cost of Debt (Concept and problems ) Cost of preference capital (Concept and problems) Cost of equity share capital (Concept and problems) Cost of retained earnings (Concept and problems)) - Weighted average cost (Book Value and Market Value (Concept and problems)) **Capital structure** - Introduction and Forms of capital structure (Meaning and definition of capital structure and forms of capital structure). - Theories of capital structure (Only Theory) (i) Net Income Approach (ii) Net operating Income Approach (iii) The Traditional Approach (iv) Modigliani and Miller Approach) - Factors determining the capital structure (Trading on Equity, Growth and stability of sales, Cost of capital, Risk, Nature of size of firm, Flexibility, Legal requirement etc.)

**Tutorial Hour:** 1. Cost of Capital - Analyze the relevance of cost of capital in corporate investment and financing decision of any organization and submit it as report, 2. Capital Structure – i) Analyze the Capital Structure of any Companies with help of capital structure theories, ii) Collect Share applying form of a company.

#### **UNIT – IV (LECTURE HOURS: 14, TUTORIAL:3)**

**Dividend Policy and Decisions** - Introduction to Dividend policy (Meaning, Dividend decision) - Valuation of firms - Theory of Irrelevance (A. Residual Approach – Concept B. Modigliani and Miller Approach – Concept and simple problems) - Valuation of firms – Theory of Relevance (A. Walter's Approach - Concept and simple problems B. Gordon's Approach - Concept and simple problems) - Determinants of Dividend policy (From Legal restrictions to Liquid resources – 13 points) - Forms of Dividend, Dividend policy in practice - Forms:

Profit, Interim, Cash, Bond, Stock, Property, Practical implication of dividend policy) **Leverage** - Meaning and Types (Financial leverage, Operating leverage, combined leverage) - Degree of Financial leverage (Concept and problems) - Operating leverage (Concept and problems) - Composite leverage (Concept and problems)

**Tutorial Hour:** 1. Dividend Policy - Analyze simple cases based on the Dividend policy (case studies will be given)  
2. Leverage - Collect profit of a concern and calculate degree of leverage

#### **UNIT – V (LECTURE HOURS: 18, TUTORIAL:3)**

**Sources of Finance** - Introduction and Classification of finance/ funds ((i) According to Period (ii) According to ownership (iii) According to sources of finance (iv) According to mode of financing) - Long Term, Medium Term and Short Term (concepts only) (Long Term – Shares, Debentures, Ploughing back of profit, Long-term loans Medium Term – Public deposit, Bank loans; Short Term – Factoring, Bank credit, Trade credit, Commercial paper, Deferred Incomes) - **Working Capital Management** - Meaning and Concept of working capital (Working capital the amount of funds necessary to cover the cost of operating the enterprise) - Classification of working capital ((i) On the basis of concept (ii) On the basis of time) - Importance or Advantages of Working Capital (Solvency of the business. Adequate working capital helps in maintaining solvency of the business) - Factors determining working capital (Nature or character of business, Size of business, Product policy, Manufacturing process, Seasonal variation. Etc.) **Capital Budgeting** - Meaning and nature of Capital Budgeting (Capital Budgeting is the process of making investment decision in capital expenditure) - Need of Capital Budgeting (Large investment, Long term commitment of funds, Irreversible Nature, Long term effect on profitability, Difficulties of investment decision, National importance) - Capital Budgeting process (Investment Proposals, Screen Proposals, Evaluate various Proposals, Fix priorities, Final Approval, Implement Proposals, Review Performance) - Methods of capital budgeting (Simple problems) (Traditional Method - Payback period and the Accounting Rate of Return method. (ARR) Modern Method – Net Present Value (NPV), Benefit-Cost Ratio or Profitability Index (P.I.))

**Tutorial Hour:** 1. Sources of Finance - Prepare the poster for various sources of finance with short explanation, 2. Working capital management - Draw a diagram showing Operating Cycle of working Capital, 3. Capital Budgeting - Collect information regarding initial investment and returns of a company and prepare payback period

#### **TEXT BOOK:**

1. T1 – Financial Management – Shashi K. Gupta and R.K.Sharma, Kalyani Publishers, New Delhi, 2016.

#### **REFERENCE BOOKS:**

1. R1 - Financial Management – M Y Khan and P K Jain, 10<sup>th</sup> edition, 2009, Tata MC.Graw publishing.
2. R2 - Financial Management – S.N.Maheshwari. 18<sup>th</sup> edition, 2011, Sultan Chand & Sons.
3. R3 - Financial Management – Shashi K. Gupta, R.K.Sharma and Neeti Gupta, Kalyani Publishers, New Delhi, 2012

#### **ONLINE LEARNING COURSE**

SWAYAM-Financial Management For Managers-By Prof. Anil K. Sharma | IIT Roorkee

EDX-Financial management in organizations-micro master

**SEMESTER – IV**  
**DISCIPLINE SPECIFIC COURSE VIII**  
**HUMAN RESOURCE MANAGEMENT**

Course Title : HUMAN RESOURCE MANAGEMENT	Course Code : 43A
Semester IV	Course Group : DSC – VIII
Teaching Scheme in Hrs (L:T:P) : 5:1:0	Credits 6
Map Code : C (THEORY CONCEPTS)	Total Contact Hours : 90
CIA : 25 Marks	SEE # :75 Marks
Programme: BBA/BBA CA & BBA LOGISTICS # - Semester End Exam	

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	18	Understand
CO2	Know the job design and the process of job analysis	PSO3	18	Understand
CO3	Identify the Recruitment and Selection process and know about orientation program	PSO3	18	Understand
CO4	Review the training process and basics of performance appraisal	PSO3	18	Understand
CO5	Describe the components of compensation, concept of wages and incentives and Human resource information system.	PSO3	18	Understand

**UNIT-I: LECTURE HOURS: 15+3 =18**

**Human Resource Management** - Introduction- HRM (Nature and scope) - Objectives and Functions (Societal, Organizational, Functional and Personal) – Personnel Management (Definition of PM, Difference between HRM and PM) – Strategic HRM (Nature and Barriers) - **Human Resource Planning (HRP)** - Introduction (Definition, Nature and Importance) - The Planning Process (Organizational Objective and Policies, Environment of business) - Requisites and Barriers (Eight Requisites).

**TUTORIAL HOURS:**

1. Prepare the Human Resource Planning for following any one field:
2. : a. Textiles b. Retail store c. Private Bank d. Hospital e. College or School) Prepare the list/ type of information to be collected for Job Analysis.

## **UNIT-II LECTURE HOURS: 15+3 =18**

**Analyzing work and Designing Jobs** - Introduction-Job analysis (Introduction and Nature) - Process of Job analysis (Strategic choices, Gather and Process information, job description and specification) - Purpose of Job analysis (HRP, Recruitment and selection, Training and development, Job Performance appraisal, personnel information, Safety and Health) - Job Design (Definition and Factors affecting job Design) Approaches of Job Design (Job rotation, Job Engineering, Job Enlargement, Job Enrichment) Job Evaluation and Process (Definition and scope, Difference between Job Evaluation and performance appraisal, Objectives, Job Evaluation program, Wage survey and employee, Classification).

### **TUTORIAL HOURS:**

1. Prepare the job description for any one job and prepare the advertisement for particular field. (**Note 1 to 4:** a. Textiles b. Retail store c. Private Bank d. Hospital e. College or School)
2. Draw job analysis for Salesman, Floor supervisor, Cashier, Ambulance driver and Assistant Professor

## **UNIT-III LECTURE HOURS: 15+3 =18**

**Recruiting Human Resources** - Introduction-Recruitment (Nature, Purpose and Importance) – Sources of Recruitment (Internal sources, External Sources) **Selective Human Resources** - Introduction-Selection (Definition and nature) - Selection Process (Preliminary interview to contract of Employment) – **Induction** - Introduction-Induction (Meaning and Purpose) - Orientation Program (Formal and Informal, Individual and collective, Serial and disjunctive, Investiture and Divestiture). Requisites of an Effective Programme (Prepare for new Employees, Determine Information New Employee Want to Know, Determine How to Present Information, Completion of Paperwork)

### **TUTORIAL HOURS:**

1. Prepare HR Manager- Recruitment and Selection process. (Job Title, Designation, Qualification, Panel Members, etc.)
2. Case study on Recruitment and Selection process.

## **UNIT-IV LECTURE HOURS: 15+3 =18**

**Training and Development:** Introduction–Training and Development (Definition and Nature) – Inputs-(Skills, Education, Development, Ethics, Attitude and Problem solving, creativity, literacy, diversity, crisis, teams) – Training Process (Need Assessment, Designing Training and development programme, Implementation and Evaluation of Training program Initiatives - **Performance Appraisal** – Introduction-Performance Appraisal (Nature and Objectives) – Appraisal process Objectives of Performance Appraisal, establish job expectation, Design an appraisal programme) –Methods and Techniques of Performance Appraisal (Post Oriented Methods and Future Oriented Methods).

### **TUTORIAL HOURS :**

1. Prepare the training and development programme designed in a particular field.
2. To collect and assess the effectiveness of performance appraisal system among:  
a. Private Bank b. Hospital c. College or School)

## **UNIT-V LECTURE HOURS: 15+3 =18**

**Compensation Management** - Introduction- Components of compensation (Wages and Salary, incentives, fringe benefits, perquisites, Non-monetary benefits) - Concept of wages (Minimum, fair and living wages) – Incentives

(Nature, Importance, Prerequisites for an effective incentive system and Scope) - Types of incentive scheme (Four types of income varying in proportion to output) - **Human Resource Information System (HRIS)**- HRIS framework (Manpower planning and forecasting, Recruitment, selection, HR operations, Performance Management, Learning and Development, Compensation and benefits administration) Benefits and Trends in HRIS-( Faster information processing, Greater information accuracy, etc..) **International Human Resource Management**- Model of IHRM (Countries, Types of employees, HR activities)- Challenges in IHRM (Employee Failure Rate, Managing dual Career Couple) -Strategies for Effective IHRM (Developing International / Global Team).

**TUTORIAL HOURS:**

1. Collect the Components of Salary and prepare salary chart for particular basic pay.
2. Draw e-selection model for a Middle level and Low-level organization.

**TEXT BOOKS:**

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

**REFERENCE BOOKS:**

**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.

**R2.** Strategic Human Resource Management, Jeffrey A.Helo, 7<sup>th</sup> Edition 2009, Cengage Learning India Private Ltd, New Delhi.

**R3.**HumanResource Management- Gary Dessler/Biju Varkkey, 11<sup>th</sup> Edition 2010, Doeling Kindersely Private Ltd, New Delhi.

**Online Reference:**

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

## SEMESTER – IV

### Discipline Specific Elective Courses II (DSE - II)

#### ELECTIVE – II WAREHOUSE MANAGEMENT

Course Title : WAREHOUSE MANAGEMENT	Course Code : 43Q
Semester IV	Course Group : DSE II
Teaching Scheme in Hrs. (L:T:P) : 5:1:0	Credits 6
Map Code : C (THEORY CONCEPTS)	Total Contact Hours : 90
CIA : 25 Marks	SEE # :75 Marks
Programme: BBA Logistics	# - Semester End Exam

S.No	Course Outcome (Cos): After completion of this course, the students will be able to	POs & PSOs	Cl.Ses /hrs	CL
CO1	Explaining about the basic concept of Warehouse Management.	PSO4	18	Apply
CO2	Acquiring the knowledge about the functioning of warehousing and Requisitions and Replenishment of Materials	PSO3	18	Apply
CO3	Acting out the warehouse - design, location and Understand About The Warehouse Activities And picking Services Of Ware housing	PSO3	18	Apply
CO4	Associating the preparation of health and safety measures in Warehousing.	PSO3	18	Apply
CO5	Executing about the outsourcing of warehouse Management Understand about the Inventory Control.	PSO2	18	Apply

#### **UNIT : I (LECTURE HOURS: 15+3)**

**WAREHOUSE MANAGEMENT:** Meaning of Warehouse (Maintaining of stock) - Definition and Introduction (Raw material, work in progress and finished product) - Organization Structure of Stores - Delegation of authority, Record Keeping, Printing of Stationary division to Warehouse - Concept of a Warehouse (Raw material, work in progress finished product, warehouse management System, Receiving and shipping stock locator system) - Nature and Importance of Warehouse (Storage of goods, Semi finished goods, Efficient distribution of goods, Improve quality of product) - Types of warehouse (Private warehouse, Public Warehouse, Contract warehouse, Bonded Warehouse, Cooperative Warehouse, Raw material and Component Warehouse, Work in-Progress, Warehouse, Finished goods Warehouse, Distribution Warehouse, Fulfillment Warehouse, Value added Service Warehouse)

**PROCESS AND TYPES OF WAREHOUSING:** Process of warehouse (5 stages) (Receiving, Putting away, Storage, Order picking, Packing and Shipping) - Types of warehouse operation (Production of goods, Risk bearing, Financing, Processing, Stock rotation, Cycle counting) - Warehouse location.

#### **Tutorial Hour:**

1. Present the warehousing process of any two companies in your city.
2. Compare the public and private warehousing company with suitable examples.

## **UNIT: II (LECTURE HOURS: 15+3)**

**FUNCTIONS OF WAREHOUSING:** Activities of warehousing (Receiving, Pre-packing, Transporting, Storage, Order picking, Packing, Sorting, Consolidation, Claim settlement) - Functions of Warehousing (Store goods in a systematic and orderly mannered, Provide production, Risk bearing, Financing, Processing, Transportation) - Roles and responsibilities of warehouse Manager (Storage, inventory, process, procedures, warehouse equipment) - Benefits of Warehousing (Seasonal production, Seasonal demand, Large scale production, Quick supply, Continuous production) - Economic Benefits (Consolidation and break bulk, Cross docking, Processing, Stock piling) - Operational Benefits (Stock spotting, Assortments, Mixing, Production, Market presence).

**REQUISITIONS AND REPLENISHMENT OF MATERIALS:** Need for Requisitioning the Material and Replenishment of Stock Item (Lead time, Ascertain Minimum, Maximum and Reorder levels, Stock replenishment report, Select Critical items, Preparation of Materials Requisition, Report, Dispatch, Review reorder Quantity) - Requisition for new and out of stock items - Preparation of Material requisition for Purchase (Scrutiny of MR, Distribution of MRP, Amendment of MRP, MRP updates, Expediting Copy, Updating Receipt status of MRP, MRP Forms).

### **Tutorial Hour :**

1. List out the activities of Warehousing in proper sequence of a Textile unit.
2. Identify the roles and responsibility of a warehouse manager of any Production firm.

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

**WARE HOUSE LOCATION:** Site Analysis (Labour cost, Facility cost, Inventory management, Inbound and outbound cost - Product mix consideration (Production process).

**WARE HOUSE DESIGN:** Design criteria (Flow, Accessibility, Space, Throughout) - Material handling technology (Transport equipment, Positioning equipment, Unit load formation equipment, Storage equipment) - Storage plan (Building volume, Roof maintenance, Adequate, material movement, Pareto analysis).

**WAREHOUSE ACTIVITY AND EQUIPMENT:** Introduction (Activity report) - Warehousing Activities (Product movement, Product storage, Information transfer) – Good pickers (Manual picking Automated picking) - Manual picking (Man power picking) - Automated picking (Sorting system, Pick to Box System, Voice Directed Picking System) - Handling Equipment (Storage equipment, Racks).

### **Tutorial Hour :**

1. List out the different types of material handling technology used in warehousing with photos and description.
2. Find the various types of warehouse equipment used in big organization like L&T.

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

**HEALTH AND SAFETY ISSUES IN WAREHOUSING:** Definition and Meaning (Health and safety measurement) - Risk assessment in warehousing (Layout and design of warehouse, Fire safety, Slips and trips, Manual handling, Working at height) - First Aid and other health and safety arrangements (Bandages, Dressings, Eye wash, Burns treatment, Effective training) - Warehouse employee occupational safety and health (Stress level at work, Occupational safety) **WAREHOUSING**

**STRATEGY:** Introduction to strategy (Introduction about the Warehouse strategy) - Factors to be considered in warehouse strategy (Type of warehouse to be used Centralization of warehousing, Decentralization of warehouse, Strength and Weakness of centralization and decentralization) - Warehouse synergy (Presence synergies, Industry synergies, Operating flexibility, Location flexibility, Scale Economics).

### **Tutorial Hour:**

1. Collect the sample Insurance policy statement for a warehousing company.
2. Collect the Insurance claim statement for a warehousing company.
3. Students are asked to form a group and ask them to frame out the warehouse strategies for their own company.



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

**OUTSOURCING IN WAREHOUSING:** Top ten reasons for out sourcing (Time to focus business , No health and safety compliance issues Ideal location of distribution, Better service, Availability of specialist , Reduced capital investment , No long term leases, No equipment purchase, Reduced HR operations, Shared resources) - Outsourcing Decisions (McIvor Model ofoutsourcing decision, Vitasek's Model of outsourcing decision) - Choosing the right partner (Operational synergy, Strategic synergy, Commercial synergy, Cultural synergy) - Third party contractor (Third client details, Why contract fails) - Future of Outsourcing (Vitasek outsourcingFive rules)

**INVENTORY CONTROL TECHNIQUES:**

Inventory Control : Best Order Quantity (ABC Analysis, VED, HML, FSN,Codification, Standardization,Classification of Items for Strategic review).

**Tutorial Hour:**

1. Identify the various outsourcing process of warehousing with suitable examples.
2. Identify the potential issues related to warehousing company.
3. Students are to suggest the innovative ideas to any one warehousing company at theirplace.

**TEXT BOOK :**

T1: Warehouse Management -2<sup>nd</sup> Edition - Gwynne Richards- Kooga Page Publication

T2: J P. Sexana, Warehouse Management and Inventory Control –Vikas Publication House PvtLtd, First edition, 2003.

**REFERENCE BOOK:**

1. Logistics and Warehousing Management –Indian Intuition of Materials Management
2. Warehouse Management: Automation and Organisation of Warehouse and order PickingSystem (with CDROM), MichaelTen Hompel, Thorsten Schmidt, Springer-verlag, First Edition,2006.

**DISCIPLINE SPECIFIC ELECTIVE II (second option)**

**ELECTIVE – II - MARINE INSURANCE**

Course Title	Marine Insurance	CourseCode	:43Q
Semester	<b>IV</b>	CourseGroup	: <b>DSE - II</b>
Teaching Scheme in Hrs (L: T:P):	<b>5:1:0</b>	Credits	<b>6</b>
Map Code:	<b>C (THEORY CONCEPTS)</b>	Total Contact Hours	: <b>90</b>
CIA	: <b>25Marks</b>	SEE#	: <b>75 Marks</b>
Programme:	<b>BBA Logistics</b>	# -	<b>Semester EndExam</b>

S.No.	Course Outcome (Cos): After completion of this course, the students will be able to	PSOs	Cl.Ses /hrs	CL
CO1	Illustrate the Kinds of Insurance	PSO3	18	Ap
CO2	Apply the various elements of Marine Insurance	PSO3	18	Ap
CO3	Sketch the different classes of Marine Insurance Policies and identify the strategies in premium calculation.	PSO4	18	Ap
CO4	Demonstrate the various Marine perils	PSO3	18	Ap
CO5	Sketch the claim procedure	PSO3	18	Ap

**UNIT-I**

**INTRODUCTION – INSURANCE**

**LECTURE HOURS: 15**

**Meaning and Definition** - Definition of Insurance (Functional Definition and Contractual Definition) - Functions of Insurance (Primary functions, Secondary Functions). **Nature of Insurance** - Characteristics of Insurance (Sharing of Risk, Co- operative device, Value of Risk, Payment of Contingency, Amount of Payment, Large number of Insured persons, Insurance is not a gambling, Insurance is not Charity). **Principles of Insurance** – Principles (Principles of co-operation, Principles and Theory of Probability). **Evolution of Insurance** - Earliest Traces of Insurances (Marine Insurance, Fire Insurance, Life Insurance, Miscellaneous Insurance). **Kinds of Insurance** - Based on Business point of view (Business point of view: Life Insurance, General Insurance and Social Insurance) - Based on Risk point of view (Risk point of View: Personal Insurance, Property Insurance, Liability Insurance and Guarantee Insurance)

**ACTIVITY:**

**TUTORIAL HOURS: 3**

1. Identify the need and importance of Marine Insurance for the business organization –by collecting the data from the export companies.
2. Analyze the various risks involved in marine transportation and suggest ideas to manage the risk.

**UNIT-II**

**Marine Insurance – An Overview**

**LECTURE HOURS: 15**

**Historical preview of Marine Insurance** - History of Marine Insurance – Evolution (Historical Evidences about the Marine Insurance). **Types of Marine Insurance** - Definition, branches & Types (Branches: Ocean Marine Insurance, Inland Marine Insurance Types: Property Insurance. Liability Insurance). **Subject Matter of Marine Insurance** - Hull Insurance, Cargo Insurance, Freight Insurance, and Liability Insurance (Hull Insurance – General cargo vessels, Dry bulk carriers, Liquid bulk carriers, passenger vessels, other vessels, Risks covered in Cargo Insurance, Freight standard clauses and Form of Liability). **Elements of Marine Insurance Contract** - Features of

General Contract, Insurable Interest (Features of General Contract: Proposal, Acceptance, Consideration, and Issue of Policy

Forms of Insurable Interest) - Utmost Good Faith, Doctrine of Indemnity (Exceptions in doctrine of Good faith and doctrine of Indemnity) - Warranties, Proximate cause (Types of Warranties) - Assignment and nomination of the policy, Return of premium (Features)

**ACTIVITY:**

**TUTORIAL HOURS: 3**

1. List out the Top ports in India based on the volume of transportation and collect details about the day to day operations.
2. Compare the different classes of marine policies and its applications with examples.

**UNIT-III**

**Marine Insurance Policies**

**LECTURE HOURS: 15**

**Introduction to Marine Insurance policies** - Meaning and Definition (Information mentioned in the Marine Insurance policy). **LLOYDS' Form of Policy** - Marine publications (Objectives of Lloyd's, Lloyd's Shipping Index) - Distinction between a company policy and Lloyd's policy (Points of distinction). **Classes of Policies** - Different classes of policies (Voyage policies, Time policies, Mixed policy, Valued policies, Unvalued policies, Floating policies, Blanket policies, Named policies, Single vessel and fleet policies, Block policies, Currency policies, P.P.I policies, Special declaration policy, Annual policy, Inland transit cargo policy, Inland vessel policy, Indian coast ports policy, Free on board policy, Sailing vessels policy, Package policy). **Policy Conditions** - Description of the clauses (Assignment clause, Lost or not lost, At and from clause, warehouse to warehouse clause, Deviation, touch and stay clause, Inch Maree clause, Running down clause, Sue and labour clause, Reinsurance clause, Memorandum clause, Continuation clause). **Premium Calculation** - Rate Making in Marine Insurance, Return of Premium (Factors affecting cargo rates, Circumstances under the premium is returnable).

**ACTIVITY:**

**TUTORIAL HOURS: 3**

1. Collect the marine insurance policy statement.
2. Identify the methods involved in premium calculation.

**UNIT-IV**

**Marine Losses**

**LECTURE HOURS: 15**

**Classification of Marine Losses** - Total Loss (Total Loss: Actual vs Constructive) - Partial Loss: Particular Average loss (Conditions for Particular average loss, particular average on cargo, particular average on Ship, particular average in case of Freight) - Partial Loss: General Average loss (Types of General average loss) - Partial Loss: Special charges and Salvage charges (Sue and labour charges, Salvage Charges). **Marine Perils** - Perils of the sea (Various perils) - Perils on the Sea (Various perils)

**ACTIVITY:**

**TUTORIAL HOURS: 3**

1. List out the perils of the sea and on the sea.
2. List out the documents required for claim under total loss.

**UNIT-V**

**Payment of Claims**

**LECTURE HOURS: 15**

**Notice of Claim** - Documents required for making a claim under Total loss (Insurance policy, Bill of Lading, Copy of the Invoice, Protest, Letter of Subrogation, Notice of Abandonment) - Documents required for making a claim under Partial loss (The policy or the certificate, Invoice, Bill of Lading, Surveyor's report, bill of sale, Letter of Subrogation, Cost of Protection)

- Documents required for making a claim under General Average and Salvage Charges (All the documents required for claims in total loss or in particular loss are to be submitted). **Extent of Liability** - Successive losses, other charges (Reinstatement clause, Sue and Labour) - Effect of under insurance and Over Insurance, Subrogation (Conditions of over insurance and under insurance) - Salvages, Causa Proxima (Conditions of Salvages and Causa Proxima)

**ACTIVITY:****TUTORIAL HOURS: 3**

1. Prepare a claim statement format and present the various components
2. Compare the list of documents required for General Average and salvage charges

**TEXT BOOK:**

T1. Insurance Principles and Practice. M.N.Mishra, S.B.Mishra, S.Chand

T2. Insurance Management (Text and Cases), Swarup C.Sahoo , Suresh C.Das

**REFERENCE BOOKS**

R1 The Principles of marine Insurance by A Primer by Harold Turner

**SEMESTER – V**  
**DISCIPLINE SPECIFIC COURSE – IX (DSC- IX)**  
**MARKETING MANAGEMENT**

<b>Course Title</b> : MARKETING MANAGEMENT	<b>Course Code</b> : 53A
<b>Semester</b> : V	<b>Course Group</b> : DSC – IX
<b>Teaching Scheme in Hrs (L:T:P)</b> : 5 : 1 : 0	<b>Credits</b> : 6
<b>Map Code</b> : D-THEORY - APPLICATION	<b>Total Contact Hrs.</b> : 90
<b>Theory CIA</b> : 25	<b>Theory SEE #</b> : 75
<b>Programme</b> : BBA/BBA CA/ BBA LOGISTICS # - Semester End Exam	

No.	Course Outcome (Cos): After completion of this course, the students will be able to	PSOs	Cl. Ses /hrs	CL
CO1	Interpret effective marketing plans, encompassing marketing management principles and strategies for customer acquisition and retention.	PSO3	18	Understand
CO2	Make use of consumer behaviour insights through marketing research techniques and incorporating the decision-making process	PSO3	18	Apply
CO3	Draw product life cycle and make brand decisions in positioning in the life cycle.	PSO3	18	Apply
CO4	Implement diverse pricing methods and strategies while exploring the elements of the marketing communication mix	PSO3	18	Apply
CO5	Use diverse distribution functions and the Sustainable Competitive Value and strategies and global marketing strategies	PSO3	18	Apply

**UNIT 1**

**( LECTURE HOURS - 18 )**

**MARKETING MANAGEMENT** : Great Indian Market (Issues and challenges in marketing in India.)  
 Concept of marketing and Marketing as a process (Understanding and responding to customer needs. marketing orientation (six Dimensional approach)) (marketing orientation VS selling orientation, marketing orientation VS other orientation) Purpose of Marketing (Market Development , Customer Acquisition, Customer Retention, Customer Loyalty, Fighting Competition, Social Equity Product, Price , Place and Promotion) Marketing Mix and Forces Impacting Marketing Mix (Socio-economic factors, Government policy, Technology, Competition, External Environment, Taxes and Tariffs, Political ideology for major Parties) **CUSTOMER ACQUISITION AND CUSTOMER RETENTION** : Factors that drive Customer Acquisition and retention (Technological Advancement Government Policy, Lifestyle changes, Purchasing Frequency, Innovation in industry.) (Customer Service, Continuously

Enhance Value, Keeping Abreast of technological changes, Customer Loyalty Programme.)

**MARKETING PLANNING** : Structure of a marketing plan (Executive Summary, Situation Analysis, Objectives, Marketing Strategy, implementation Programme, projected P/L a/c statement, control systems)

**TUTORIAL HOURS** : Customer Acquisition (1. Build Creative Strategies using Social media campaigns, referral programs, influencer marketing for Customer Acquisition.) Customer Retention (2. Build Creative Strategies using Loyalty programs, personalized recommendations, excellent customer service for Customer Retention.)

## UNIT 2

( LECTURE HOURS - 18 )

**MARKETING RESEARCH** : Marketing research process (Problem definition, research objectives, research design, sources of data, data collection, analysis data, report and presenting)

**CONSUMER BEHAVIOUR** : Online Buying Behaviour (High Involvement and Low involvement of products Buying Situations.) Tools to study and Influences on Buying Behaviour (Cultural, Social, Demographic, growth of urbanization, self-concept, psychographic variables, lifestyle, personality.) (Surveys, Projective Techniques, Focus Group Discussions)

**DECISION MAKING PROCESS** : Consumer and organisational Decision-making Process (Need Recognition , Development of decision criteria, Search for alternatives, Evaluation of Alternatives, Decision.) (Need Recognition, Product Specification, Qualification of potential buyers, proposals from vendors, evaluating the proposals, selecting the vendor, order placement, review and feedback.)

**SEGMENTING AND TARGETING** : Need and Bases for segmentation (Customer based segmentation, Product based segmentation, competition based segmentation.) segmenting industrial markets and Targeting and Positioning (Size of the Customer, Geographical location, End use, Buyer Behavior, Combining purchase criteria, Size and geography (Matrix)) ((Standardization, Differentiation, Focus )- Positioning Strategies)

**TUTORIAL HOURS** : Decision Making Process (1. Choose a product recently purchased and analyse their decision- making process using this framework.) Segmenting and Targeting (2. Report how businesses divide their market into groups and focus on specific segments.)

## UNIT 3

( LECTURE HOURS - 18 )

**PRODUCT MANAGEMENT** : Total concept of Product (Core Product, Formal Product, Augmented Product, Future Product.) Product Mix and Product Line (Concept of product mix and Product line) Product Life Cycle (Introduction Phase, growth phase, maturity Phase, decline phase.)

**NEW PRODUCT DECISIONS** : Factors contributing to new product development (Changing consumer lifestyle, customer preferences, technological changes, government policy.) New Product Development Process (NPD) (Idea generation, Identifying prospective customer, Concept development and testing, Feasibility analysis, Product development, Test marketing, Commercialization.)

**BRANDING DECISIONS** : Brand Policy (Manufacturers Brand Policy , Distributors Brand Policy and Mixed Brand Policy.) **POSITIONING** : Ways to position a brand (Use situations, Emphasizing tangible benefits,

Linking to uses, Head on competitive positioning, Lifestyle positioning, Benefits offered) **TUTORIAL HOURS** : New Product Development Process (NPD) (1. Report with live example how organizations give preference to NPD.) Positioning (2. Providing a Sample Product/ Brand report the Positioning Strategies to compete the market.)

#### **UNIT 4**

**( LECTURE HOURS - 18 )**

**PRICING DECISION** : Meaning and Objectives (Maximize current profits and return on investment, exploit competitive position, survival in a competitive market, balance price over product line.) Pricing methods and Pricing Strategies (Cost oriented method, Going Rate, Sealed bid pricing, Perceived value pricing) (Skimming, Penetration, Differential, Geographic and Product line pricing strategies)

**INTEGRATED MARKETING COMMUNICATION** : Integrated Marketing Communication Process (Target Audience, Demographic and Psychographic Profile, Media Habits, Level Awareness) Elements of Marketing Communication Mix (Advertising, Personal Selling, Sales Promotion, Public Relation) Factors guiding selection of promotion mix (Nature, Overall marketing strategy, Buyer readiness stage, Product life cycle.) **INTEGRATED MARKETING PLANNING**

**COMMUNICATION PROCESS** : The role of IMC in Marketing (Situation Analysis, SWOT Analysis, Analysis of Communication Process, Budget Distribution, Develop IMC Programme, Implement IMC programme, Monitor, Measure and Control.)

**TUTORIAL HOURS** : Pricing Strategies (1. Report the Real-world examples of companies using different pricing strategies) Integrated Marketing (2. Design a Creative Poster to promote a product.)

#### **UNIT 5**

**( LECTURE HOURS - 18 )**

**MANAGING DISTRIBUTION FUNCTION** : Role, Type and Nature of middlemen (Information, Price stability, Promotion, Financing, Title. Types: Merchant Middlemen, Agents, Facilitators.)

**CHANNEL LEVELS** : Length and width of channel of distribution (Zero level, One level, Two level, Three level) Factors influencing Distribution Decision (Determining Length of distribution, Factors influencing Distribution decisions) **RETAIL MANAGEMENT** : Strategic Decision in Retail & Global Retailing (Location Decision , Target Market selection , Business Model, Merchandise Mix, Positioning the retail store.) (Information Technology and retailing, Emergence of Global retailing)

**DIRECT MARKETING** : Direct Marketing Mix (Communication Programme, Customer Service) **CREATING SUSTAINABLE COMPETITIVE VALUE AND GROWTH** : Strategic orientation in Marketing (Understanding Markets, Finding Market Niches, Product and service Planning, Distribution , Managing for results.) Marketing Strategy (VAMS, Segmentation, Mass Customisation, Value Addition,)

**GLOBAL MARKETING** : Rationale and Implications of Globalization, Key Decisions in global Marketing. (Political changes, Technological changes, Economic changes, Social changes)

**TUTORIAL HOURS** : Channel Levels (1. Design a channel level and report for any product .) Retail Management (2. Briefly introduce the concept of retail management and its key aspects like inventory control, pricing, customer service, and marketing.)

### **TEXT BOOK**

1. T1.Rajan Saxena. 5<sup>th</sup> Edition, 2016 Marketing Management, New Delhi, Tata McGraw Hill Education Private Limited.

### **REFERENCE BOOK**

1. Marketing Management, Edition (15th Edition) Philip T. Kotler, Kevin Lane Keller.

### **ONLINE SOURCE**

- Swayam (NPTEL)
- Future Learn



**SEMESTER – V**  
**DISCIPLINE SPECIFIC COURSE (DSC – X)**  
**PRODUCTION AND MATERIALS MANAGEMENT**

Course Title : <b>PRODUCTION AND MATERIALS MANAGEMENT</b>	Course Code : 53B: -
Semester : <b>V</b>	Course Group: <b>DSC - X</b>
Teaching Scheme in Hrs (L:T:P) : <b>5:1:0</b>	Credits : <b>6</b>
Map Code : <b>C (THEORY CONCEPTS)</b>	Total Contact Hours : <b>90</b>
CIA : <b>25 Marks</b>	SEE # : <b>75 Marks</b>
Programme: <b>BBA, BBA CA, BBA LOGISTIS</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	Able to describe Production Management, Plant location, Plant layout and sketch an effective Production, and procedures	PSO2	18	U
CO2	Able to examine the material handling equipment's used in the organizations & maintenance procedures of Work study, Time study applicability	PSO2	18	U
CO3	Examine about material management and the functions of purchase Department and International purchase	PSO2	18	Ap
CO4	Examine the inventory control methods and its stock level Determination & the major records and documents in stores materials accounting	PSO2	18	Ap
CO5	Examine the quality standards followed in the organizations & quality control techniques	PSO2	18	Ap

**UNIT 1 : ( LECTURE HOURS - 18 )**

**PRODUCTION MANAGEMENT** : Introduction, production function Production system. (Introduction, meaning Definition) Nature and scope of Production management (Scope) production function (Components of Production Functions Continuous Production Intermittent Production) **PLANT LOCATION & PLANT LAYOUT PRODUCTION PLANNING AND CONTROL** : Introduction to plant location (Meaning Objectives Importance) Factors Influencing plant location Site Location Principles and Procedures of plant layout & types of plant layout (Factors relating to Buying Factors relating to Manufacturing Factors relating to Selling Factors influencing Economic Survey of Site Selection Meaning Principles Procedures Basic concept and meaning of 4 types of plant layout) Introduction to Production Planning and Control (PPC) Main elements of Production Planning and Control (PPC) (Meaning Functions and Stages Routing Scheduling Dispatching Follow up)

**TUTORIAL HOUR :** Collect and study the various types of plant layout followed in organizations. Design a mock blueprint of a plant. (types of plant layout followed in organizations.)

## **UNIT 2 : ( LECTURE HOURS - 18 )**

**MATERIAL HANDLING :** Introduction to Material Handling (Meaning and Definition Objectives and Importance) Principles of Material Handling (20 Principles) Material Handling Equipment (Lifting and lowering equipment Transporting or Moving equipment Combination Devices) **TYPES OF MAINTENANCE & WORK STUDY :** Breakdown Maintenance (Meaning, Causes, Objectives, Disadvantages, Suitability) Preventive Maintenance (Meaning, Elements, Objectives, Advantages, Disadvantages) Work Study Method Study Time Study (Definitions Objectives and Components Basic Procedure Meaning Objectives and Scope Procedure for Method Study Meaning Procedure for conducting)

**TUTORIAL HOUR :** Analyze the material handling technique used in Amazon. Prepare a frame work for a specific job and analyze its work method. (material handling technique)

## **UNIT 3 : ( LECTURE HOURS - 18 )**

**MATERIALS MANAGEMENT :** Introduction to Materials Management (Meaning and Definition Importance Objectives) Materials Management & its Integrated Approach (Concept and Meaning of Integrated Approach) Materials Requirement planning (Purchasing, Receiving and Storing Advantages) **PURCHASE DEPARTMENT :** Introduction to purchase department (Concept and Meaning Objectives and Functions) Purchase Parameters Purchasing Procedure (Eight Rights (8R's) of Purchasing) International Purchase (Import Sourcing Steps involved in Import Purchase Import Substitution)

**TUTORIAL HOUR :** In a textile manufacturing company, the management wants to improve inventory turnover without sacrificing product availability. How would you develop a materials management strategy to achieve this goal? (develop a materials management strategy to achieve this goal)

## **UNIT 4 : ( LECTURE HOURS - 18 )**

**INVENTORY CONTROL :** Introduction to inventory control (Concept and Meaning Inventory Control Techniques) Economic Order Quantity (Introduction Basic Assumptions of EOQ Model Weaknesses of EOQ Formulate) Determination of Stock Levels (Maximum Stock Level, Minimum Stock Level, Reorder Level, Average Level, Danger Level) **SELECTIVE INVENTORY CONTROL :** ABC Analysis (Control through ABC Analysis General Procedure Control Policy for A, B and C items) JIT (Introduction , concepts and Process of Just – in - Time) Introduction to Purchase Management Stores Management Store Location Major Records and Documents (E- Documents)(Meaning and Scope Benefits Functions of Store-keeper Responsibilities of Store- keeper Centralized and Decentralized Store Principles of good store location and layout Seven types of records and Documents)

**TUTORIAL HOUR :** Carry out ABC/XYZ analysis for store depots of any automobile spare parts stores.

Analyze and report how to digitalize the various forms of stores ledgers. (ABC/XYZ analysis , various forms of stores ledgers)

#### **UNIT 5 : ( LECTURE HOURS - 18 )**

**QUALITY CONTROL:** Introduction to Quality control (Definition Objectives Principles Advantages) Inspection & Kinds of Inspection (Definition Objectives Functions Eighteen (18) type of Inspection) Quality Assurance (Acceptance sampling, statistical quality control) **TOTAL QUALITY MANAGEMENT (TQM)** : Introduction to TQM, Strategic Tools and Techniques of TQM (TQM – Key to Excellence Meaning and Definition Gurus of TQM Core concepts Steps in implementation Seven Quality Control Tools Strategic Tools for Radical Performance Improvement) Limitations and Barriers to TQM & Modular approach to quality management (Various limitations and barriers) ISO 9000 Series, Procedure for ISO Certification (10 series Parameters for ISO standards 11 steps in getting certification)

**TUTORIAL HOUR :** Preparing a report on various quality standards followed in various Industries. (various quality standards)

#### **TEXT BOOKS:**

**T1.** Production and Materials Management – P. Saravanavel and S. Sumathi – Margham Publications- Third Edition, Reprint 2016.

#### **REFERENCE BOOKS:**

**R1.** Production and Operations Management – PANNERSELVAM, Prentice Hall of India

**R2.** Introduction to materials management 8e, 29th sep 2017 by Chapman Stephen (Author), Arnold.J.R Tony ( Author), Gate wood Ann.K (Author)

#### **ONLINE SOURCE**

[www.coursera.org](http://www.coursera.org) [www.yourarticlelibrary.com](http://www.yourarticlelibrary.com)

**SEMESTER V**  
**DISCIPLINE SPECIFIC ELECTIVE – III (DSE –III)**  
**ELECTIVE – III FOREIGN EXCHANGE MANAGEMENT (FOREX)**

Course Title : <b>ELECTIVE-III FOREIGN EXCHANGE MANAGEMENT (FOREX)</b>	Course Code : <b>53E</b>
Semester : <b>V</b>	Course Group : <b>DSE - III</b>
Teaching Scheme in Hrs (L: T:P): <b>5:1:0</b>	Credits : <b>6</b>
Map Code: <b>C (THEORY CONCEPTS)</b>	Total Contact Hours : <b>90</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
<b>CO1</b>	Interpret the basic terms and terminology of foreign exchange and foreign exchange markets	<b>PSO3</b>	<b>18</b>	<b>Apply</b>
<b>CO2</b>	Demonstrate the foreign exchange quotations and controls in foreign exchange transactions in forex markets and apply the arithmetic in foreign exchange rates in order to measure the risk and return.	<b>PSO3</b>	<b>18</b>	<b>Apply</b>
<b>CO3</b>	Interpret the concepts of Forward, Future, Options and Swap Trading in foreign exchange market.	<b>PSO3</b>	<b>18</b>	<b>Apply</b>
<b>CO4</b>	Illustrate the various aspects relating to risks and exposure in Foreign exchange practices, along with theories of foreign exchange	<b>PSO3</b>	<b>18</b>	<b>Apply</b>
<b>CO5</b>	Interpret the foreign exchange management, the acts related to foreign exchange and role of WTO	<b>PSO3</b>	<b>18</b>	<b>Apply</b>

**UNIT 1 : (LECTURE HOURS - 18)**

**FOREIGN EXCHANGE OVERVIEW** : Introduction to foreign exchange and Administrative Set-up (Meaning, Foreign exchange as Conversion Mechanism, Foreign exchange as Stock: Authorised Persons – Authorised Dealers, Authorised Money Changers Foreign Exchange Dealers Association (FEDAI)) Foreign Exchange Control (Objectives of Exchange Control, History of Exchange Control in India, Forms of Exchange Control – restriction, intervention, clearing arrangements) Types of currency accounts and Transaction Classification (VOSTRO Account, NOSTRO Account, LORO Account and Current Account and Capital Account Transactions) **FOREIGN EXCHANGE MARKETS OVERVIEW** : Introduction, Features, Participants, Users, Functions (Location, Size of the market, 24-Hours Market, Efficiency, Currencies Traded; Participants – Corporates, Commercial Banks, Exchange Brokers, Central Bank; Users – Hedgers, Speculators, Arbitrageurs) Transactions in FOREX Markets and Settlement of transactions (Purchase and Sale Transactions, Interbank market transactions SWIFT, CHIPS, CHAPS, FX-CLEAR, Fedwire) Foreign exchange Transaction - Types (Forward transaction, Future transaction, Swap transaction, Option transaction and Spot transaction - Meaning, Advantages and Disadvantages) **TUTORIAL HOUR** : Currency and their symbols (Collect different currency and their symbols)

**UNIT 2 : (LECTURE HOURS - 18)**

**EXCHANGE QUOTATIONS AND CONTROLS** : Introduction and Types (Meaning; Two-way Quotations, Direct Quotations, Indirect Quotations, American and European Quotations, Cross Rates) Exchange Controls - Direct Methods (Direct Methods – methods, merits and demerits) Exchange Controls

– Indirect Methods (Indirect Methods – methods, merits and demerits) FOREIGN EXCHANGE RATES : Introduction to exchange rate (Meaning of exchange rate, Exchange rate mechanism, Gustav's Theory, Factors Influencing: Balance of Payments to Technical factors) Types of exchange rates (Spot Rate, TT Rates, Selling rates, Buying rates, Cross rates, Method of Expressing Rates of Exchange) Exchange rate arrangements in India (Introduction and concepts, Current scenario, Determination of exchange rates - Fixed and Floating rate of exchange)

TUTORIAL HOUR: Currency rate (Collect rate of particular currency for stipulated period and apply the concept of foreign exchange transaction)

### **UNIT 3 : ( LECTURE HOURS - 18 )**

FORWARD EXCHANGE CONTRACT AND FUTURES TRADING : Introduction to Forward Exchange Contract (Meaning, Features, Forward Quotations) Determination of Forward rate and Forward margin (Computation of Forward rate, Forward margin - Covered Interest Arbitrage, Cash and Carry Arbitrage, Forward Rates with transaction cost and Interest Rate Arbitrage) Future Trading (Features, basic calculation) OPTIONS TRADING AND FINANCIAL SWAPS : Options Trading (Features, basic calculation) Introduction to Swaps and Interest Rate Swap (Concepts of Swaps, Meaning, Terminology and uses of Interest Rate Swap) Currency swap (Features, Use of currency swap, Variants of swap structure)

TUTORIAL HOUR : Currency option (Collect currency option traded in stock exchanges in India)

### **UNIT 4 : ( LECTURE HOURS - 18 )**

FOREIGN EXCHANGE RISK AND EXPOSURE OVERVIEW : Introduction-Exchange Exposure and Risk (Meaning, Difference, Types of risk in general) Transaction exposure, Translation exposure (Transaction exposure – Meaning, Sources, Concept of managing Transaction exposure; Translation exposure – Methods of translation, Managing translation exposure) Economic exposure, Other Exposures (Economic exposure – Meaning, managing economic exposure Other Exposures - Meaning) THEORIES OF FOREIGN EXCHANGE : Balance of Payments Theory, Interest Rate Parity (Basic concepts and its application) International Fisher Effect (IFE), Purchasing Power Parity (PPP) (Basic concepts and its application) Currency pairs (Meaning, Major currency pairs, Price determination of the Major Pairs)

TUTORIAL HOUR : Case study (Simple case study on either Translation, Transaction and Economic Exposures)

### **UNIT 5 : ( LECTURE HOURS - 18 )**

FOREIGN EXCHANGE MANAGEMENT BY BANKS : Transactions between Banks (Concepts - Cover Deals, Trading, Swap deals) Arbitrage Operations (Quotations of market makers, Cross rate and Triangular arbitrage, Cross currency matrix) Managing foreign exchange reserves (Impact of Monetary policy and Fiscal policy) FOREX ACT AND WORLD TRADE ORGANIZATION (WTO) : Foreign Exchange Management Act (FEMA), 1999 (Foreign Exchange Management Act, 1999, Compliance with Provisions – Penalties, Enforcement of orders) World Trade Organization (WTO) (Major WTO Agreements and Implications For India) Impact of WTO on Forex trade (Negative and positive impacts)

TUTORIAL HOUR : FOREX (Mind map on concept Forex policies. Collect the exchange rate of various currency traded in India)

### **WEBSITES**

<https://hmarkets.com/how-does-monetary-policy-affect-fx-markets/>

<https://ift.world/concept1/level-ii-concept-15-effects-of-monetary-and-fiscal-policy-on-exchange-rates/>

<https://www.economicdiscussion.net/foreign-exchange-rate-2/exchange-rate-systems-fixed-and-flexible-international-economics/30505>

[https://www.streetdirectory.com/travel\\_guide/185636/foreign\\_exchange/the\\_4\\_major\\_economic\\_theories\\_found\\_in\\_the\\_forex\\_market.html](https://www.streetdirectory.com/travel_guide/185636/foreign_exchange/the_4_major_economic_theories_found_in_the_forex_market.html)

<https://www.yourarticlelibrary.com/forex-management/3-main-types-of-foreign-currency-accounts-forex-management/98860>

### **TEXTBOOKS**

Foreign Exchange and Risk Management – C. Jeevanandham, Sultan Chand Sons, 2020

Foreign Trade and Foreign Exchange – O.P Agarwal and B.K. Chaudhuri, Himalaya Publishing House, 8th Revised edition, 2023

International Financial Management – V.A. Avadhani, Himalaya Publishing House, 3rd Revised edition, 2023

### **REFERENCE BOOKS**

Forex Trading for Beginners – Cyril Dolton, Notion Press, 2023

International Financial Management (Text and Cases) - V. K. Bhalla, S Chand & Company, 2020

International Financial Management - P G Apte, Sanjeevan Kapshe, McGraw Hill Education (India) Private Limited; 8th edition (20 July 2020)

**--- End of Statement ---**

**SEMESTER V**  
**DISCIPLINE SPECIFIC ELECTIVE – EDC (DSE – IV)**  
**ELECTIVE – IV (EDC) GENERAL AWARENESS FOR COMPETITIVE EXAMINATIONS**

Course Title : <b>EDC: GENERAL AWARENESS FOR COMPETITIVE EXAMINATIONS</b>		Course Code : <b>5ET</b>		
Semester : <b>V</b>		Course Group : <b>DSE IV-EDC</b>		
Teaching Scheme in Hrs (L: T:P): <b>5:1:0</b>		Credits : <b>6</b>		
Map Code: <b>D-THEORY - APPLICATION</b>		Total Contact Hours : <b>90</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	Develop board knowledge of the different components in polity	PSO4	18	Understand
CO2	Understand the Geographical features across countries and in India	PSO4	18	Understand
CO3	Acquire knowledge on the aspects of Indian Economy	PSO4	18	Understand
CO4	Understand the significance of India's Freedom Struggle	PSO4	18	Understand
CO5	Gain knowledge on Ecology and Environment	PSO4	18	Understand

**UNIT 1 : ( LECTURE HOURS - 18 )**

INDIAN POLITY : Basics concepts (Three organs of Indian government (Executives, Legislature, Judiciary)) Introduction to Indian Constitution (Salient features of constitution, Preamble, Fundamental rights, Fundamental duties) Directive Principles of State policy (Basic concept, Types of Majority, Categories) Amendments to the Constitution (Basic structure Doctrine, Division of subjects between the union and the states local Governance) Elections in India and Election Commission (Types of elections, Roles, Responsibility and Functioning of Election commission) The Comptroller and Auditor General of India (CAG) (Roles, Responsibility and Functioning of CAG)

TUTORIAL HOUR : General Awareness on Indian Polity (Discussion on Indian Polity)

**UNIT 2 : ( LECTURE HOURS - 18 )**

GEOGRAPHY : Major oceans, canals, gulfs of the world (Major oceans, Important Canals – Gulfs – Straits and passes) Indian Rivers and its Tributaries (Major rivers and tributaries - origin and its flow) Climatology (Atmosphere, Wind systems, Clouds systems, World climatic classification – Indian climate – Indian Monsoon) Indian's physical features (Indian Soil types and Distribution – Importance Trade routes and projects) Indian natural vegetation (Indian agriculture- Major crops and its distribution) Indian Industries and its Distribution (Major industries - location, contribution and distribution)

TUTORIAL HOUR : General Awareness on Geography (Discussion on geographical factors)

**UNIT 3 : ( LECTURE HOURS - 18 )**

ECONOMY : National Income (Inflation – Deflation - Money and Banking) Agriculture in India (Role of Agriculture in economic development, schemes and acts supporting agriculture) Union Budget (Planning in India - Types of budget) Poverty and Unemployment (Impact of poverty and unemployment on economy, Government's role in eradicating poverty and unemployment) Inclusive Development and Development

issues (Industrial polices - various acts and amendments) Financial Markets (Types and Role of financial markets)

TUTORIAL HOUR : General Awareness on Indian Economy (Discussion on Indian Economy and its influence on various sector)

#### **UNIT 4 : ( LECTURE HOURS - 18 )**

HISTORY : Modern India (Formation of Indian National Congress) Morley Minto Reforms (Revolutionary activities) World War I and India's Response (Home Rule league – Montague Chelmsford reforms – Rowlatt Act) Non –Cooperation Movement (Impact of Non-cooperative movement, Simon commission and Nehru Report) Civil Disobedience Movement and Round Table conferences (Influence of Civil Disobedience Movement, impact of Round Table conferences) Quit India Movement and Demand for Pakistan (Cabinet Mission – Formation of Constituents Assembly and partition of India.)

TUTORIAL HOUR : General Awareness on Historical Movements and reforms (Discussion on impact, result of various Historical Movements and reforms)

#### **UNIT 5 : ( LECTURE HOURS - 18 )**

ENVIRONMENT AND ECOLOGY : Basic concepts (Ecology, Biodiversity) Food chain and food web (Types and difference - Food chain and food web) Bio Geo Chemical Cycles (Bio Geo chemical Cycles - A Detailed Overview) International Bio Diversity organisations (Roles of various International Bio Diversity organisations) International Conventions (Conferences and Protocol) Indian Environmental laws and Environment Related organisation (Various Indian Environmental laws and workings of Environment Related organisations)

TUTORIAL HOUR : General Awareness on Environment and Ecology (Discussion on the impact of Environmental and Ecological influence and its related laws)

#### **WEBSITES**

1. <https://currentaffairs.adda.247.com> [https://www.gktoday.in/current-affairs/#google\\_vignette](https://www.gktoday.in/current-affairs/#google_vignette)

#### **TEXTBOOKS**

1. Class XI and XII NCERT Geography History – Old NCERT'S Class XI and XII

#### **REFERENCE BOOKS**

1. G.C Leong, Physical and Human Geography, Oxford University Press

2. M. Laximikanth (2019) , Indian polity, McGraw- Hill

3. MajidHussain- India Map Entries in Geography, GK Publications Pvt , LtdRamesh Singh (2022) , Indian Economy , McGraw – Hill

**--- End of Statement ---**



**SEMESTER – V**  
**SKILLED ENABLED COURSE**  
**SEC - GREEN LOGISTICS**

**COURSE CONTENT**

<b>Course Title : SEC - GREEN LOGISTICS</b>	<b>Course Code : -</b>
<b>Semester : V</b>	<b>Course Group : SEC-GII-B</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 : -</b>	<b>SEE # :100 Marks</b>
<b>Programme : BBA LOGISTICS</b>	<b># - Semester End Exam</b>

**UNIT-I**

**LECTURE HOURS: 12**

S.No.	Course Outcome (Cos): After completion of this course, the students will be able to	PSOs	Cl. Ses /hrs	CL
CO1	Discuss the important factors to be considered under the corporate strategy in Logistics.	PSO4	12	Understand
CO2	Identify the important of Reverse logistics.	PSO4	12	Understand
CO3	Discuss about sustainable and analytical framework of the green logistics and its transportation.	PSO4	12	Understand
CO4	Extent to know about the role of green logistics in Supply Chain Management and also able to know about the green marketing and Green warehousing	PSO4	12	Understand
CO5	Extend knowledge of the green logistics saves environment, environment impact of logistics and Understand about the EMS and Sustainable procurement, sustainable packing for green logistics	PSO4	12	Understand

**LOGISTICS PLANNING AND STRATEGY**

**Corporate Strategy in Logistics: Hierarchy of Planning:** (organizational planning, Tactical planning, operational planning, logistic planning ) – **The Organizational Planning Process:** (Legal, Political, Technological, Economical, Social and Competitive) - **Relationship between logistics strategy and corporate strategy** – **Strategic Logistics Plan:** (Marketing, Manufacturing, Finance/Accounting, Logistics) – **Channels of Logistics Environment:** (The customer service explosion, Time compression, Globalisation of Industry, organizational integration) - **Logistics Strategies:** (Cost Reduction Strategy, Capital Reduction Strategy, service Improvement Strategy ) – **Triangle of Logistics Decision Making**(Customer Levels, Facility Location Levels, Inventory Levels, Transportation Levels ) – **Relation Between Operations Strategy And Logistics Strategy**(Structural and Infrastructural) - **Designing the Logistics System**(Least Total cost system design , Threshold service, Services sensitivity analysis, Finalizing Logistic Strategy, Maximum Service Strategy, Profit Maximization Strategy, maximum Competitive Strategy, Minimal Asset Deployment Strategy )- Principles of Logistics Excellence.

**UNIT-II**

**LECTURE HOURS: 12**

**REVERSE LOGISTICS**

Reverse logistics – Need for Reverse Logistics(Return, Short term rental, Product returns) – Types of Reverse logistics ( i) Recycling ii) Customer Return of Used Product iii) Customer Return of Reused Product) – Outsourcing Reverse logistics Requirements (3PL)- Designing an effective reverse Logistics System ( i) Refilling ii) Repairs and Refurbishing iii) Product Recall iv) Recycling and Waste Reduction and v) Remanufacturing)- Components of Reverse logistics system- Sub systems of a logistics/Supply Chain system (Product Location, Product Collection system, Product Recycling, Documentation) – System designing Consideration (Environmental Factors)- Distribution Scheduling in Reverse logistics Company-

(Returns Management - Return of unsold goods).

### **CARBON AUDITING COMPANY**

Introduction – Carbon Trading - CarbonTransport transmitter - Guidelines for carbon Auditing footprint – The Carbon foot print process- Success factors in Carbon Footprint.

#### **UNIT-III**

**LECTURE HOURS: 12**

### **INTRODUCTION TO GREEN LOGISTICS AND ITS TRANSPORTATION**

**Introduction to green logistics:** Definition-Meaning –The Role of green logistics and transportation in sustainable supply chain ( Important - Reducing Carbon Emissions, 2. Energy Efficiency, 3. Optimized Supply Chain Networks, 4. Eco-friendly Packaging, 5. Collaboration and Coordination, 6. Regulatory Compliance, 7. Consumer Preferences ) – Analytical frame work of green logistics (environment pollution)– green logistics three dimensional approach : Economical, Social, Environment – Green Transportation (Green Land transportation – Green Air transportation – Green Water transport - Green Fleet Appraisal )– Inventory Pollution Control – Controlling if- CO<sub>2</sub> Emission – Future of Green logistics.- Green Logistics research (Brief history of Green logistic research - A model for green logistic Research)

#### **UNIT-IV**

**LECTURE HOURS: 11**

### **GREEN LOGISTICS IN SCM**

**Green logistic in Supply Chain Management:** – GSCM - Introduction – Definition – Evolution – (Awareness and Environmental Concerns, Regulatory Pressures, Corporate Social Responsibility (CSR)Technological Advancements, Supply Chain Collaboration, Consumer Demands, Economic Incentives) - Principles of GSCM (Pollution free - Environmental Impact Assessment, Resource Efficiency, Green Packaging, Route Optimization, Carbon Footprint , Reverse Logistics and Recycling, Supplier Collaboration, Regulatory Compliance, Continuous Improvement) - Basic Concepts of Green Supply Chain (GSCM- **Life Cycle Assessment (LCA), Triple Bottom Line (TBL) Approach Closed-Loop Supply Chains, Supplier Collaboration, Green Procurement**) – Green Marketing – Incorporating the marketing Mix of 4Ps with Green logistics (Product, Price, Place, Promotion)- Green Manufacturing - Green Warehousing- Green procurement and logistics.

#### **UNIT-V**

**LECTURE HOURS: 13**

### **REDUCING THE ENVIRONMENTAL IMPACT AND SUSTAINABLE OF GREEN LOGISTICS**

Introduction Reducing The Environmental Impact - scale of the environment impact – Increasing resource intensity – Framework for assessing the environmental impact of warehousing(Energy Consumption, Emissions, Resource Utilization, Waste Generation, Transportation, Building Design and Maintenance) – Environmental Management System (EMS)- -Sustainable procurement for green logistics- Sustainable use of vehicle – Sustainable packaging- Green Facility Management- Eco friendly logistics approaches strategies – Eco friendly Product characterize Manufacturing-**Environmental Standards**(ISO 14001, Carbon Disclosure Project (CDP), LEED Certification, Greenhouse Gas Protocol, Fair Trade Certification, Eco-labels and Eco-certifications, Supply Chain Sustainability Initiatives) –**Measuring The Environment Standards For Freight Transport (Greenhouse Gas Emissions, Energy Efficiency, Pollutant Emissions, Noise Pollution, Waste Generation, Compliance with Regulations and Standards)**

#### **TEXT BOOKS:**

1. Green Logistics and Transportation – Sustainable Supply Chain Perspective – Springer – Behnam Michael G.H.,Bell David,Hensher joesph Sarkis Editors - Volume 5- Library progress code:2015937381 - 2015-www.springer.com.
2. Green Logistics – improving theenvironmental sustainability of logistics – 3<sup>rd</sup> Edition –Alen Mckinnon ,Michael browne, majapiecyk, Anthony whiteing-2015
3. Logistic Management – K.ShridharaBhat-Himalaya Publiction – ISOn9001:2001 Certified-Edition 2018.

#### **REFERENCE BOOKS:**

1. Green Logistics – Improving the Environmental Sustainability of Logistics –Alan McKinnon/Michael Browne/Majapiecky/Anthony Whiteing
2. Jeremy F. Shapiro, “Modeling the supply chain”, Thomson Duxbury, 2<sup>nd</sup> Edition, 2007.

**SEMESTER – V**

**DISCIPLINE SPECIFIC ELECTIVE - (DSE - VI)**

**ELECTIVE VI - INDUSTRIAL TRAINING REPORT AND VIVA VOCE**

Course Title: <b>INDUSTRIAL TRAINING REPORT AND VIVA VOCE</b>	Course Code : 63 R
Semester <b>VI</b>	Course Group : <b>DSE – VI</b>
Teaching Scheme in Hrs (L:T:P) : <b>0:0:6</b>	Credits : <b>6</b>
Map Code : <b>J (TRAINING)</b>	Total Contact Hours: <b>90</b>
CIA : <b>40 Marks</b>	SEE #: <b>60 Marks</b>
Programme: <b>BBA /BBA CA / BBA LOGISTICS</b>	# - <b>Semester End Exam</b>

- The students may undertake Industrial Training for the duration of 90 hours during VI Semester in any organization and get approved by the Head of the department.
- The students are subjected to continuous assessment by Industry supervisor and faculty.
- At the end of the training the students must submit the Attendance Report, Certificate and the training report to the Head of the department.
- Viva – Voce Examination will be jointly conducted by the Internal and External Examiners

**SEMESTER – VI**  
**DISCIPLINE SPECIFIC COURSE - (DSC–XI)**  
**RESEARCH METHODOLOGY**

Course Title : <b>RESEARCH METHODOLOGY</b>	Course Code : 63A
Semester <b>VI</b>	Course Group: <b>DSC-XI</b>
Teaching Scheme in Hrs (L:T:P) : <b>5:1:0</b>	Credits <b>6</b>
Map Code : <b>C (THEORY CONCEPTS)</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	POs & PSOs	Cl.Ses /hrs	CL
CO1	Adopt the basic concept ,framework of research process the knowledge about the sample Design	<b>PO3 &amp; PSO4</b>	<b>18</b>	<b>Apply</b>
CO2	Apply various scaling techniques to build a questionnaire	<b>PO3 &amp; PSO2</b>	<b>18</b>	<b>Apply</b>
CO3	Examine and apply the testing of hypothesis	<b>PO3 &amp; PSO2</b>	<b>18</b>	<b>Apply</b>
CO4	Describe and apply the various tools	<b>PO3 &amp; PSO2</b>	<b>18</b>	<b>Apply</b>
CO5	Applying the report writing skills	<b>PO3 &amp; PSO2</b>	<b>18</b>	<b>Apply</b>

**UNIT-I LECTURE HOURS: 18**

**Research Methodology: An Introduction:** Meaning of research (Research in common parlance refers to a search for knowledge) - Objectives of research and Types of research (Descriptive vs Analytical Applied vs Fundamental Quantitative vs Qualitative Conceptual vs. Empirical and Other types of research) - Research process (Define the research problem, review of literature, Formulate Hypothesis, preparing research design, Data collection, Data Analysis, Interpretation and report writing) - Criteria of a good research & Problems faced by researcher (Good research is systematic, logical, empirical, replicable), **Research Problem:** Introduction to research problem, Selecting the problem (It refers to some difficulty which a researcher experience. The research problem undertaken for a study must be find with care) - Techniques involved in defining a problem (Statement of the problem in a general way, nature of the problem etc.), **Research Design:** Meaning and Need of Research Design (The formidable problem that follows the task of defining the research problem) - Different types of research design (Research Design in case of exploratory research studies. Research Design in case of Descriptive and Diagnostic Research Studies. Research Design in case of Hypothesis – Testing Research Studies), **Sampling Design:**

Introduction sample design, steps in sample design (Various steps involved in sampling design) - Sampling errors, Types of sampling design (Sampling and Non- sampling errors, Probability and non – probability sampling, etc.).

**Tutorial Hour:** Choose a Real – Time Research Problem and identify the suitable design parameters to solve the problem. - Applications of Research design and Sample design.

## **UNIT-II LECTURE HOURS: 18**

**Measurement:** Measurement in research (Measurement is a process of mapping aspects of a domain) - Classifications of Measurement scales (Nominal, ordinal, interval, ratio) **Scaling:** Introduction to scaling, Scale classification bases (Scaling describes the procedures of assigning numbers, subject orientation, etc..) -Scaling techniques (Comparative and Non- comparative)- **Data Collection:** Introduction to data collection (The task of data collection begins after a research problem and research design) - Collection of primary data (Collection through Observation method, Collection through Interview method, Collection of data through Questionnaires. Collection of data through Schedules)- Collection of secondary data (Characteristics, Factors, Case study methods).

**Tutorial Hour:** Identify the applications of various methods involved in primary data collection - Prepare a Questionnaire

## **UNIT-III LECTURE HOURS: 18**

**Data preparation:** Data Preparation Process (Questionnaire checking, Editing, Coding, Classification Tabulation, Graphical representation, Data cleaning Data adjusting), **Testing of Hypothesis:** Introduction and characteristics (Hypothesis means mere assumption) - Basic concepts concerning testing of hypothesis (Null hypothesis, Type I & Type II error.)

**Tutorial Hour:** Collect 115 data for a research problem and apply the data classification and Adjusting - Data cleaning, Tabulation and Representation

## **UNIT-IV LECTURE HOURS: 18**

**Chi – Square test:** Meaning of Chi Square (Chi square distribution is used to obtain confidence interval estimate of unknown population variance) - Test of independence of attributes (Concepts and related problems) – Test of Difference of more than two proportions (Concepts and related problems), **ANOVA:** Meaning of ANOVA (The ANOVA technique enables us to perform this simultaneous test as such is considered to be an important tool of analysis) - One way ANOVA (Concepts and related problems), **t-Test:** t-Test for the slopes (Concepts and related problems), **F-Test:** F – Test ANOVA (Concepts and related problems). **Factor Analysis :** Meaning and importance (Factor analysis is by far the most often used multivariate techniques of research studies.)

**Tutorial Hour:** Identify a right Test for your Research - Apply any one test

## **UNIT-V LECTURE HOURS: 18**

**Interpretation:** Meaning and Techniques of interpretation (Interpretation refers to the task of drawing

inference. Reasons for interpretation. Four Steps involved in Techniques of interpretation; The researcher must pay attention in five points for correct interpretation), **Report Writing:** Significance and Difference steps in Writing Report (Logical analysis of the subject matter, Preparation of the final outline, Preparation of the Rough draft, Rewriting and polishing of the rough draft Preparation of the final, bibliography, Writing of the final draft) - Layout of the Research Report (Preliminary page, Main Text, End Matter).

**Tutorial Hour:** Draw the Layout for a Research Report - Sequentially arrange all the components of a research report

### **TEXT BOOKS:**

T1. Research Methodology – Second Edition 2023 - R.Panneerselvam , PHI Learning Private Limited.

T2. Research Methodology – Methods and techniques, Fourth Edition 2019, C.R.Kothari – Gaurav Garg, New Age international publications.

### **REFERENCE BOOKS**

R1 – Research Methods for Business: A Skill Building Approach, 7<sup>th</sup> Edition – Uma Sekaran, wiley publications

### **ONLINE REFERENCES:**

1. SWAYAM – Research Methodology – Prof.G.S.Bajpai – National Law University, New Delhi.
2. Certificate Course on Research Methodology – Alexis Foundation – Luck now.

## SEMESTER – VI

### DISCIPLINE SPECIFIC COURSE XII

#### **COST AND MANAGEMENT ACCOUNTING – (T)**

Course Title : <b>MANAGEMENT ACCOUNTING – (T) COST &amp;</b>	Course Code : 63B
Semester : <b>VI</b>	Course Group : <b>DSC</b>
Teaching Scheme in Hrs (L:T:P) : <b>4:0:0</b>	Credits : 4
Map Code :D (THEORY APPLICATION)	Total Contact Hours : 60
CIA : <b>25 Marks</b>	SEE # <b>:75</b> <b>Marks</b>
Programme: BBA, <b>BBA(CA), BBA</b> <b>(LOG)</b>	<b># - Semester End</b> <b>Exam</b>

No	Course Outcome (Cos): After completion of this course, the students will be able to	PSOs	Cl.Ses /hrs	CL
CO1	Explain the fundamentals principles of Cost accounting, he basic elements of cost and its classification, allocation and how the costing techniques are useful in the process of managerial decision and preparing a cost sheet	PSO4	12	Analyze
CO2	Examine the principles and techniques used in inventory and analyze inventory techniques in ascertain the stock level	PSO3	12	Apply
CO3	Relate the various management accounting concepts, their usefulness in management decision making and explain essential features of cost-volume-profit analysis ,break even point and describe its underlying assumptions.	PSO4	12	Apply
CO4	Analyse the financial statement by using comparative, common size tools and ratio analysis by using accounting data and other related information for decision making, planning and control.	PSO3	12	Apply
CO5	Apply with cash flow and fund flow concepts to determine the liquidity position of business planning	PSO1	12	Apply

**Note: Mark Distribution 80 % Problems & 20% Theory**

**UNIT: I      LECTURE HOURS: 15**

**Cost & Management Accounting**-Introduction of cost accounting (Meaning, Definition, Scope and objectives)-Advantages and limitations (Advantages: Management, Employees, Creditors, Government, Public, Limitations: Lack of uniformity, Uncertainty, Conventions, Costly, Applicability)-Introduction of management accounting (Meaning, Definition, Scope and objectives)-Comparing Costing Accounting with Management Accounting & Financial Accounting(Management accounting Vs. Cost accounting, Cost accounting Vs. Financial accounting)

**Cost Concept**-Elements of cost(Material, Labour, Other expenses.)-Classification of cost (Accordinging of Elements, Functions, Nature, Controllability, Normality Relevance to decision making)--Preparation of cost sheet(Specimen of cost sheet, Problems related to cost sheet(simple problems)

## **UNIT : II LECTURE HOURS: 15**

**Materials**-Economic Ordering Quantity (EOQ)(Concepts and Problems)-Re-ordering, Minimum, Maximum, Average, Danger level)(Concepts and Problems)

**Methods of pricing material issues** -First In First Out (FIFO)(Concepts and Problems)-Last In First Out (LIFO)(Concepts and Problems)-Simple Average(Concepts and Problems)-Weighted Average(Concepts and Problems).

## **UNIT : III LECTURE HOURS: 15**

**Marginal Costing**-Introduction (Definitions, Features.) -Advantages and limitations (Simplicity, Stock valuation, Meaning reporting, Effect of fixed costs, Profit planning, Cost control).

**Cost – volume profit Analysis**-P/V ratio, Break even analysis and Margin of safety (Concepts and Problems)

## **UNIT : IV LECTURE HOURS: 15**

**Financial Statement Analysis**-Comparative Analysis (Concepts and Problems)-Common size Analysis (Concepts and Problems)

**Ratio Analysis**-Liquidity Ratio(Concepts and Problems -Current ratio, Liquid ratio, Cash ratio)- Turnover ratio(Sales turn over, Debtors turn over, Creditors turn over, Working capital turnover ratio, Fixed asset turnover, Inventory turnover ratio )-Profitability ratio(Net profit, Gross profit ratio, Operating profit ratio ,EPS)

## **UNIT : V LECTURE HOURS: 15**

**Analysis of Statement-Fund flow statement** - Fund flow statement - Introduction (Introduction, meaning, Importance and uses of Fund Flow statement)- Schedule of changes in working capital (Concept and problems) - Fund Flow statement analysis (Concept and problems)

**Analysis of Statement - Cash Flow Statement** -Cash Flow statement Introduction (Introduction, meaning, Advantages & Limitations) - Cash from operations (Concept and problems) - Cash Flow statement analysis problems (Concept and problems)

### **TEXT BOOK:**

T1. Cost & Management Accounting– MARGHAM Publications, T.S. Reddy and Y. Hari Prasad Reddy, 4th Edition, 2018.

### **REFERENCE BOOKS:**

R1: Financial Management-Kalyani Publications—Shashi K.Gupta-Edition 2016

R2: Cost Accounting - Kalyani Publications- Jain S.P. and Narang K.L-2016

R3: Management Accounting –Sultan Chand and Sons Educational Publications – Dr.S.N.Maheswari 11th Edition, 1996

Online courses : Financial statement analysis &Reporting–Prof.A.K.Sharma

Online courses : Cost Accounting-Dr.C.A.Varadraj Bapat



**SEMESTER – VI**  
**DISCIPLINE SPECIFIC COURSE - XII**  
**COST AND MANAGEMENT ACCOUNTING – (P)**

Course Title (P) : COST AND MANAGEMENT ACCOUNTING	Course Code :
Semester : VI	Course Group : DSC
Teaching Scheme in Hrs (L:T:P) : 0:0:4	Credits : 2
Map Code : K (PRACTICAL APPLICATION)	Total Contact Hours : 60
CIA : 40 Marks	SEE #: 60 Marks
Programme: BBA(CA)	# - Semester End Exam

**LIST OF PRACTICALS:**

1. Prepare a cost sheet by collecting data of a manufacturing company.
2. Prepare a budget for a business activity.
3. Draw a Material Life-cycle charts by create visual representations of the life-cycle of common materials, illustrating the extraction,production,use and disposal stages to promote awareness of the environmental impact.
4. Design thinking exercise to create solutions for reducing material waste in local community.
5. Conduct a survey to understand customer price sensitivity for different products, analyze the data to determine optimal pricing strategies
6. Budgeting with CVP integration by create budgets considering the relationship between sales volume, costs and profits.
7. Comparative Break- Even analysis by compare break even points on their cost structures of any 3 firms.
8. Identify trends in key ratios for a company based on the financial statements over multiple years.
9. Create financial projections based on historical data to understand how financial statements can be used for future planning.
10. Create a marginal cost statement, highlighting variable and fixed costs.

**SEMESTER VI**  
**ELECTIVE-V INTERNATIONAL TRADE PROCEDURES**

Course Title : <b>INTERNATIONAL TRADE PROCEDURES (T)</b>	Course Code: -
Semester : <b>VI</b>	Course Group: <b>DSE-V</b>
Teaching Scheme in Hrs. (L:T:P) : <b>5:1:0</b>	Credits <b>6</b>
Map Code : <b>C (THEORY CONCEPTS)</b>	Total Contact Hours: <b>90</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
CO1	Recall International Trade and its implications	PSO3	Remember	18
CO2	Understand Trade Policy and Documents Required for Trade procedures.	PSO3	Understand	18
CO3	Summarise the types of Import licenses and Export Control.	PSO3	Understand	18
CO4	Identify the evaluation of WTO and the Foreign Exchange Dealer Association.	PSO3	Apply	18
CO5	Utilise the International Payment System, Import and Export Finance, and its Salient Features.	PSO3	Apply	18

**UNIT – I**

**Lecture Hours 15+3**

**An Overview of International Trade:** Merchandise Trade(Growth of merchandise trade ,Trade -GDP Ratio,regionalTrends,Growing Intra - regional Trade, Growing Protectionism,Trade, and Investment). **Trade in Services**(Growth of Services Trade ,Major Services Traders,Barriers to Trade in Services)**Counter Trade: Forms of Countertrade**(Forms of countertrade,Reason for the Growth of countertrade,Drawbacks)**Foreign Trade:Meaning and Types**(Import and Export , Visible and Invisible)**Foreign Contracts**(Terms,Mode of Delivery, Frieght and Insurance, Mode of Payment)**International Trade Agreements/Institutions:Implications of WTO on Indian Trade**(TRIMS, TRIPS , Services, Textile and Clothing, Agriculture).**Role of EXIM Bank** (Definition , Functions and Objectives).

**ACTIVITY – 1** Identify india’s major import and export products

**UNIT - II**

**Lecture Hours 15+3**

**Trade Policy (Free Trade versus Protection):Free Trade** (Arguments in favour of Free trade )**Protection**( Arguments for Protection , Demerits of protection)**Documents used in**

**Foreign Trade : Documents required for Cross - Border Trade (12 Documents) Bill of Lading (Types of Bill of Lading) Airway Bill (Types of Airway Bill) Bills of Exchange (Types of Bill of Exchange) Import Licence : Types of Import Licences (Terms and Types) Import of Gold, Silver, Platinum Jewellery, Foreign Exchange, Indian Currency (Five Points on Major Imports) Export Control Terms and Procedures and Exporters Code Number (Objectives, Declaration, Exporters Caution List, Export Trade Notices, IEC)**

**ACTIVITY – 2** Download sample airway bill-bill of lading from internet and try to identify the content in it.

### **UNIT - III Lecture Hours 15+3**

**Foreign Trade Policy 2015 -2020: Salient Feature (New Trade Promotion Agency, New Initiatives for EOUs, EHTPs, STPs, Make in India Evaluation) WTO (World Trade Organisation): GATT (Objectives, evaluation) WTO (Functions, Principles, and Differences Between GATT and WTO) TRIMS, TRIPS (Definition and UR Agreement) Intellectual Property and Patents : Overview of IPR (Objectives, Indian Patent Law) FEDAI (Foreign Exchange Dealer Association): Overview of FEDAI. (Functions, Important Rules)**

**ACTIVITY – 3** Collect recent activities of WTO and FEDAI

### **UNIT - IV**

**Lecture Hours 15+3**

**Import Finance (Documentary Credit) : Introduction (Need of Imports and Barriers to International Trade) Policy Provisions ((IEC No.) - Import Licence) Methods of Financing by an Importer (Letter of Credit (LC) and Types of LC). Export Finance: International Banking Functions (Bank Agencies, Foreign Branches etc.). Financing by banks in India (Eligibility, Types Etc.). International Payment System : Payment System (Nostro Accounts, Vostro Accounts, Payment Outward) EXIM Banks Buyers Credit Scheme (Salient Features)**

**ACTIVITY - 4 Case Study**

### **UNIT – V**

**Lecture Hours 15+3**

**Export Promotion Incentives : Export Promotion (Role of Government, RBI, Banks.) Export Credit Guarantee Covers Issued by ECGC (Standard and Specific Policy) Exchange Control in India Introduction (Definition, objectives, Methods, administration, Control of exchange earning etc., Transaction Subject to control). Foreign Currency Accounts: Overseas (Opening Accounts Overseas). Exchange Rate Classifications (Types of Exchange Rate.) Foreign Exchange Management Act (FEMA): Introduction (Objectives, Dealings etc.) EURO Currency Market : Factors to Growth and Features (Important Features and Factors contributed to the Growth)**

**ACTIVITY -5** Collect notes on FEMA'S foreign currency trade regulations.

### **TEXT BOOK:**

**T1. International Trade and Export Management**, Francis Cherunilam, 19<sup>th</sup> Edition, 2015, Himalaya Publishing House Pvt, Ltd.,

**T2. Foreign Trade and Foreign Exchange**, O.P Agarwal, B.K. Chaudhuri, 8<sup>th</sup> Edition 2017, Himalaya Publishing House Pvt, Ltd.,

### **REFERENCE BOOK :**

**R1. International Trade Theory and Policy**, Federico Trionfetti, Springer Second Edition, 1998.

**R2. International Trade the Basics**, Jessie P.H. Poon, 1<sup>st</sup> Edition, 2017.

**SEMESTER – VI**  
**DISCIPLINE SPECIFIC ELECTIVE - (DSE - VI)**  
**ELECTIVE – VI PROJECT AND VIVA VOCE**

Course Title : <b>PROJECT AND VIVA VOCE</b>	Course Code : 63 R
Semester : <b>VI</b>	Course Group : <b>DSE – VI</b>
Teaching Scheme in Hrs (L:T:P) : <b>0:0:6</b>	Credits <b>6</b>
Map Code : <b>I (PROJECT)</b>	Total Contact Hours: <b>- 90</b>
CIA : <b>40 Marks</b>	SEE #: <b>60 Marks</b>
Programme: <b>BBA /BBA CA / BBA LOGISTICS</b>	# - <b>Semester End Exam</b>

- During the VI Semester each Student will be assigned with a topic in any core concept to undergo a research study.
- The Project Report will be submitted at the end of the VI Semester and will be jointly evaluated by the Internal and External Examiner.