

VELS

INSTITUTE OF SCIENCE, TECHNOLOGY & ADVANCED STUDIES (VISTAS)
(Deemed to be University Estd. u/s 3 of the UGC Act, 1956)
PALLAVARAM, THALAMBUR, PERIYAPALAYAM-CHENNAI
ACCREDITED BY NAAC WITH 'A++' GRADE

UNDERGRADUATE DEGREE PROGRAMME

B.B.A. Logistics & Shipping

Three Years

/

B.B.A. (Hons) Logistics & Shipping

Four Years

CURRICULUM & SYLLABUS

REGULATION 2024

Choice Based Credit System (CBCS)

&

Learning Outcomes Based Curriculum Framework (LOCF)

Effective from the Academic Year

2024 -2025

Department of Business Administration

SCHOOL OF MANAGEMENT STUDIES AND COMMERCE



INSTITUTE OF SCIENCE, TECHNOLOGY & ADVANCED STUDIES (VISTAS)
(Deemed to be University Estd. u/s 3 of the UGC Act, 1956)
PALLAVARAM, THALAMBUR, PERIYAPALAYAM-CHENNAI
ACCREDITED BY NAAC WITH 'A++' GRADE

DEPARTMENT OF BUSINESS ADMINISTRATION

VISION OF THE DEPARTMENT
To nurture **tomorrow's business and academic leaders** by drawing the synergy of teaching, research and practice.

MISSION OF THE DEPARTMENT	
M1	Our purpose is driven by our desire **to produce confident leaders** who are committed to creativity and excellence.
M2	We inspire critical thinking, personal growth, and a passion for learning. We serve the **social, cultural, and economic needs of our community and our society**
M3	The Department further supports the vision and mission of the School of Management Studies while enhancing the **visibility and reputation of VISTAS.**

PROGRAMME EDUCATIONAL OUTCOMES (PEO)	
PEO1	Equip graduates with the knowledge and skills to manage logistics and shipping operations efficiently in a global business environment.
PEO2	Prepare graduates to apply analytical and strategic thinking to solve complex challenges in the logistics and shipping industry.

PROGRAMME OUTCOMES (PO)	
PO1	Apply logistics and shipping theories to real-world business scenarios. Utilize theoretical knowledge for practical decision-making. Bridge academic concepts with industry practices.
PO2	Effectively manage global supply chain operations. Optimize logistics processes for maximum efficiency. Streamline international supply chains.
PO3	Develop strategic plans to enhance logistics efficiency. Identify areas for improvement in shipping operations. Implement strategies to boost operational effectiveness.
PO4	Understand international trade regulations and policies. Ensure compliance with global trade standards. Navigate complex regulatory environments in logistics.
PO5	Utilize advanced logistics technologies for operational improvements. Incorporate technology to enhance efficiency in logistics. Stay updated with the latest technological advancements in the field.
PO6	Analyze logistics data for informed decision-making. Utilize data analytics to solve logistics problems. Make data-driven decisions to improve operations.
PO7	Lead and collaborate with diverse teams in global business settings. Foster teamwork in international logistics operations. Manage cross-cultural teams effectively.
PO8	Implement sustainable practices in logistics operations. Promote environmentally-friendly approaches in shipping. Ensure logistics practices contribute to sustainability goals.
PO9	Identify and mitigate risks in logistics and shipping activities. Develop strategies to manage risks in supply chains. Proactively address potential challenges in logistics operations.

PROGRAMME SPECIFIC OUTCOMES (PSO)	
PSO1	Design logistics networks that address specific industry requirements, ensuring efficiency and cost-effectiveness in operations.
PSO2	Show expertise in managing maritime operations and port logistics, optimizing the movement of goods across seas and harbors
PSO3	Apply knowledge of international shipping laws and customs regulations to ensure that global trade activities remain compliant.
PSO4	Coordinate and integrate multimodal transportation strategies to enhance the efficiency and flow of the supply chain.

BOARD OF STUDIES

List of Members

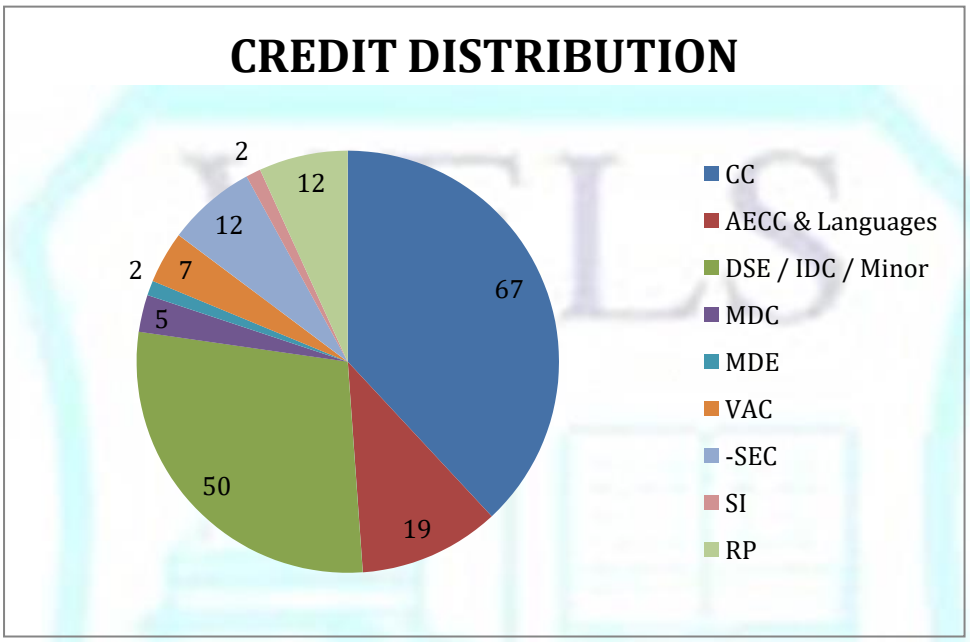
Department of Business Administration

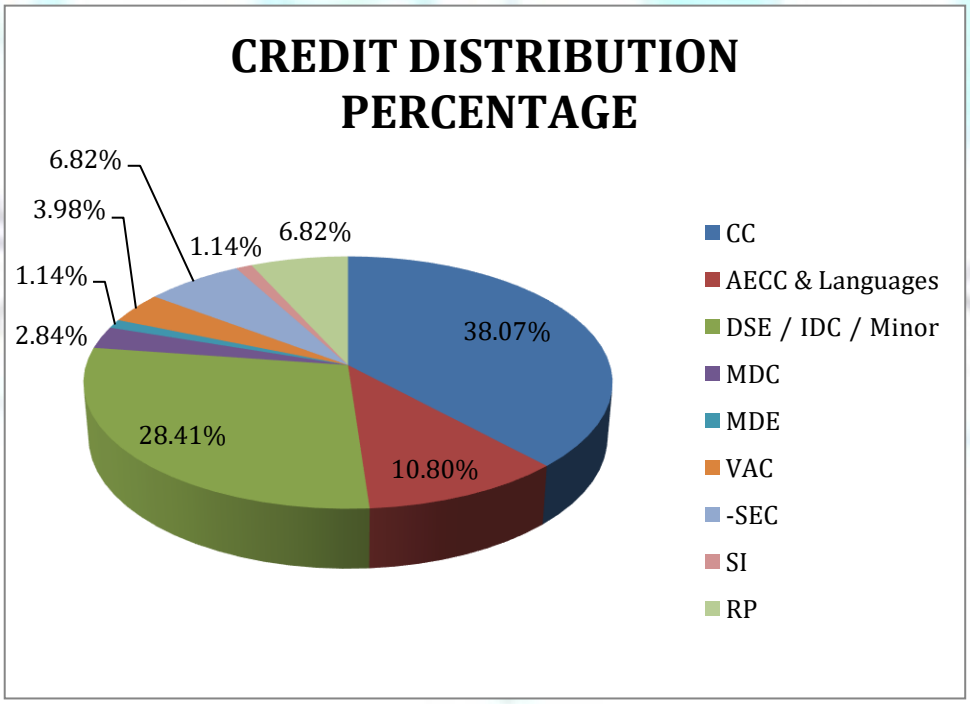
S. No	Name & Designation	Address	Role
1.	**Dr.P.Murugan,** M.Com, Ph.D., MBA., Professor & Head	Department of Business Administration Vels Institute of Science Technology And Advanced Studies Chennai – 600117 Mob: Email ID: hodBLS@velsuniv.ac.in	Chairperson
2.	**Dr.V.Jayanthi** M.Com, M.Phil, MBA SET, PhD Associate Professor	Department of Business Administration Vels Institute of Science Technology And Advanced Studies Chennai – 600117 Mob: Email ID: jayanthi.sms@velsuniv.ac.in	Internal member
3.	**Dr.K.Vinayagam,** MLM,.MA MBA, NET.,Ph.D., Associate Professor	Department of Business Administration Vels Institute of Science Technology And Advanced Studies Chennai – 600117 Mob: Email ID: vinayagam.sms@velsuniv.ac.in	Internal member
4.	**Dr.M.Prabhakar Christopher David,** MBA NET, Ph.D Assistant Professor	Department of Business Administration Vels Institute Of Science Technology And Advanced Studies Chennai – 600117 Mob: Email ID: prabhakaran.sms@velsuniv.ac.in	Internal member
5.	**Dr.P.SasiKumar** MBA, Ph.D Assistant Professor	Department of Business Administration Vels Institute Of Science Technology And Advanced Studies Chennai – 600117 Mob: Email ID: saikumar.sms@velsuniv.ac.in	Internal member
6.	**Dr Praveen Kumar** M.Com., MBA., PhD Associate Professor	Department of Management Studies. Saveetha University, Chennai. email I'd: Ph:	External member Academic Expert
7.	**Mr.Sudharsan**, M.Tech., MS., MBA., M.Sc.,(Ph.D.)	Deputy General Manager, L&T constructions, Chennai	External member Industry Expert
8.	**Ms.Shofika**	Entrepreneur, Franchisee of Coffee and Recharge Mob: Email ID:	Alumni, Department of Business Administration

CREDIT DISTRIBUTION

B.B.A. (Hons) Logistics & Shipping
Minimum credits to be earned: 176
B.B.A. Logistics & Shipping
Minimum credits to be earned: 132

Component	I Sem	II Sem	III Sem	IV Sem	V Sem	VI Sem	3 Yrs. Total Credits	VII Sem	VIII Sem	4 Yrs Total Credits
CC	12	12	12	8	12	8	64	4	-	68
AECC & Languages	4	4	4	7	-	-	19	–	-	19
DSE / IDC / Minor	-	-	3	4	4	11	21	12	16	50
MDC	2	3	-	-	-	-	5	-	-	5
MDE	-	-	2	-	-	-	2	-	-	2
VAC	2	1	-	1	2	-	7	-	-	6
SEC	2	2	2	1	3	2	12	-	-	12
SI	-	-	1	-	1	-	2	-	-	2
RP	-	-	-	-	-	-	-	6	6	12
Total Credits	**22**	**22**	**24**	**21**	**22**	**21**	**132**	**22**	**22**	**176**


CREDIT DISTRIBUTION
67
19
50
5
2
7
12
2
12
CC
AECC & Languages
DSE / IDC / Minor
MDC
MDE
VAC
-SEC
SI
RP


CREDIT DISTRIBUTION PERCENTAGE
38.07%
10.80%
28.41%
2.84%
1.14%
3.98%
6.82%
1.14%
6.82%
CC
AECC & Languages
DSE / IDC / Minor
MDC
MDE
VAC
-SEC
SI
RP

ABBREVIATIONS

CC	Core Course
AECC	Ability Enhancement Courses
DSE	Disciplinary Specific Elective
IDC	Interdisciplinary / Minor Courses
MDC	Multidisciplinary Courses
MDE	Multidisciplinary Elective
VAC	Value Added Courses
SEC	Skill Enhancement Courses
SI	Summer Internship
RP	Research Project

CURRICULUM STRUCTURE

B.B.A. Logistics & Shipping Three Years
/
B.B.A. (Hons) Logistics & Shipping Four Years

Total number of Credits: 176

	B.B.A. (Hons) Logistics & Shipping Minimum Credits to be earned :176 **B.B.A. Logistics & Shipping Minimum Credits to be earned: 132**									
			Hours/Week					**Maximum Marks**		
SEMESTER 1										
Category	**Code**	**Course**	**L**	**T**	**P**	**O**	**C**	**CIA**	**SEE**	**Total**
AEC/ LANG 1	24LTAM11/ 24LH1N11/ 24LFRE11	Tamil I / Hindi I/ French I	2	0	0	1	2	40	60	100
AEC/ ENG 1	24LENG11	English I	2	0	0	1	2	40	60	100
CC 1	24CBLS11	Principles and Practices of Management	4	0	0	2	4	40	60	100
CC 2	24CBLS12	Fundamentals of Logistics	4	0	0	2	4	40	60	100
CC 3	24CBLS13	Business Statistics and Logic	4	0	0	2	4	40	60	100
MDC I	24MBLS11	Media Literacy and Critical Thinking	2	0	0	1	2	40	60	100
VAC 1	24DVAC11	Communication Skills	2	0	0	1	2	40	60	100
SEC 1	24SSKU11	Soft Skills 1	2	0	0	1	2	40	60	100
SEC 2		Orientation programme / Industrial Visit	-	-	-	-	-	-	-	-
			22	0	0	-	22	-	-	-

CIA - Continuous Internal Assessment SEE - Semester End Examination

***L – Lecture, *T- Tutorial, *P- Practical, *O - Outside the class effort / self-study**

SEMESTER 2										
Category	**Code**	**Course**	**L**	**T**	**P**	**O**	**C**	**CIA**	**SEE**	**Total**
AEC/ LANG 2	24LTAM21/ 24LH1N21/ 24LFRE21	Tamil II / Hindi II / French II	2	0	0	1	2	40	60	100
AEC/ ENG 2	24LENG21	English II	2	0	0	1	2	40	60	100
CC 4	24CBLS21	Financial Accounting	4	0	0	2	4	40	60	100
CC 5	24CBLS22	Introduction to Shipping	4	0	0	2	4	40	60	100
CC 6	24CBLS23	Maritime Economics	4	0	0	2	4	40	60	100
MDC 2	24MBLS21	Indian System of Health and Wellness	3	0	0	2	3	40	60	100
VAC 2	24DVAC21	Universal Human Values	1	0	0	1	1	40	60	100
SEC 3	24SSKU21	Soft Skills 2	2	0	0	1	2	40	60	100
			22	**-**	**-**	**-**	**22**	**-**	**-**	**-**

CIA - Continuous Internal Assessment SEE - Semester End Examination

***L – Lecture, *T- Tutorial, *P- Practical, *O - Outside the class effort / self-study**

SEMESTER 3										
Category	**Code**	**Course**	**L**	**T**	**P**	**O**	**C**	**CIA**	**SEE**	**Total**
AEC/ LANG 3	24LTAM31 / 24LHIN31 /24LFRE31	Tamil III / Hindi III / French III	2	0	0	1	2	40	60	100
AEC/ ENG 3	24LENG31	English III	2	0	0	1	2	40	60	100
CC 7	24CBLS31	Cost and Management Accounting	3	1	0	2	4	40	60	100
CC 8	24CBLS32	Legal and Ethical Issues in Business	4	0	0	2	4	40	60	100
CC 9	24CBLS33	Human Resource Management	4	0	0	2	4	40	60	100
MDE 1	24MBLS31	Indian Knowledge System	2	0	0	1	2	40	60	100
DSE 1/ IDC / Minor 1	24DBLS3_	Discipline Specific Elective I	3	0	0	2	3	40	60	100
SEC 4	24SSKU31	Soft Skills III	2	0	0	1	2	40	60	100
SEC / SI 1	24IBAM31	Internship I	0	0	2	1	1	-	100	100
			22	**1**	**2**	**-**	**24**	**-**	**-**	**-**

CIA - Continuous Internal Assessment SEE - Semester End Examination

***L – Lecture, *T- Tutorial, *P- Practical, *O - Outside the class effort / self-study**

SEMESTER 4										
Category	**Code**	**Course**	**L**	**T**	**P**	**O**	**C**	**CIA**	**SEE**	**Total**
AEC/ LANG 4	24LTAM41/ 24LHIN41/ 24LFRE41	Tamil IV / Hindi IV / French IV	2	0	0	1	2	40	60	100
AEC/ ENG 4	24LENG41	English IV	2	0	0	1	2	40	60	100
AEC 1	24EVS041	Environmental Studies and Sustainability	3	0	0	2	3	40	60	100
CC 10	24CBLS41	Financial Management	4	0	0	2	4	40	60	100
CC 11	24CBLS42	Business Environment and Public Policy	4	0	0	2	4	40	60	100
DSE 2 / IDC 2 / Minor 2	24DBLS4_	Discipline Specific Elective II	4	0	0	2	4	40	60	100
SEC 5	24SBLS41	Industry Oriented Employability skills	1	0	0	1	1	-	100	100
VAC 3	21DVAC41	Yoga Education	1	0	0	1	1	-	100	100
SEC 6		In-plant Training/ Industrial Tour / Summer Term	-	-	-	-	-	-	-	-
			21	**-**	**-**	**-**	**21**	**-**	**-**	**-**

CIA - Continuous Internal Assessment SEE - Semester End Examination

***L – Lecture, *T- Tutorial, *P- Practical, *O - Outside the class effort / self-study**

SEMESTER 5										
Category	**Code**	**Course**	**L**	**T**	**P**	**O**	**C**	**CIA**	**SEE**	**Total**
CC 12	24CBLS51	Business Research Methodology	4	0	0	2	4	40	60	100
CC 13	24CBLS52	Marketing Management	4	0	0	2	4	40	60	100
CC 14	24CBLS53	Multi Modal Transportation	4	0	0	2	4	40	60	100
DSE 3 / IDC 3 / Minor 3	24DBLS5_	Discipline Specific Elective III	4	0	0	2	4	40	60	100
SEC 7	24SBLS51	Entrepreneurial Development	2	0	0	1	2	40	60	100
VAC 4	24DVAC51	Disaster Management	1	0	2	1	2	40	60	100
SEC / SI 2	24IBLS51	Internship II	0	0	2	1	1	-	100	100
SEC 8	24SBLS52	Skill Enhancement Training / Student Club Activities/ Institution Innovation Council (IIC) Activities	0	0	2	1	1	-	100	100
			19	**-**	**6**	**-**	**22**	**-**	**-**	**-**

CIA - Continuous Internal Assessment SEE - Semester End Examination

***L – Lecture, *T- Tutorial, *P- Practical, *O - Outside the class effort / self-study**

SEMESTER 6										
Category	**Code**	**Course**	**L**	**T**	**P**	**O**	**C**	**CIA**	**SEE**	**Total**
CC 15	24CBLS61	Shipping Finance and MarineInsurance	4	0	0	2	4	40	60	100
CC 16	24CBLS62	Project Management	4	0	0	2	4	40	60	100
DSE 4 / IDC 4 / Minor 4	24DBLS6_	Discipline Specific Elective IV	4	0	0	2	4	40	60	100
DSE 5 / IDC 5 / Minor 5	24DBLS6_	Discipline Specific Elective V	4	0	0	2	4	40	60	100
DSE 6 / IDC 6 / Minor 6	24DBLS6_	Discipline Specific Elective VI	3	0	0	2	3	40	60	100
SEC 9	24PBLS61	Mini Project	0	0	4	1	2	-	100	100
SEC 10		On Job Training / Apprenticeship / Startup	-	-	-	-	-	-	-	-
			19	**-**	**4**	**-**	**21**	-	**-**	**-**

CIA - Continuous Internal Assessment **SEE - Semester End Examination**

***L – Lecture, *T- Tutorial, *P- Practical, *O - Outside the class effort / self-study**

SEMESTER 7										
Category	**Code**	**Course**	**L**	**T**	**P**	**O**	**C**	**CIA**	**SEE**	**Total**
CC 17	24CBLS71	Entrepreneurial Leadership	4	0	0	2	4	40	60	100
DSE 7 / IDC 7 / Minor 7	24DBLS7_	Discipline Specific Elective VII	4	0	0	2	4	40	60	100
DSE 8/ IDC 8 / Minor 8	24DBLS7_	Discipline Specific Elective VIII	4	0	0	2	4	40	60	100
DSE 9 / IDC 9 / Minor 9	24DBLS7_	Discipline Specific Elective IX	4	0	0	2	4	40	60	100
SEC / RP 1	24RBLS71	Research Project I	0	0	12	2	6	40	60	100
			16	**-**	**12**	**-**	**22**	**-**	**-**	**-**

CIA - Continuous Internal Assessment **SEE - Semester End Examination**

***L – Lecture, *T- Tutorial, *P- Practical, *O - Outside the class effort / self-study**

KNOWLEDGE IS POWER

SEMESTER 8										
Category	**Code**	**Course**	**L**	**T**	**P**	**O**	**C**	**CIA**	**SEE**	**Total**
DSE 10 / IDC 10 / Minor 10	24DBLS8_	Discipline Specific Elective X	4	0	0	2	4	40	60	100
DSE 11 / IDC 11 / Minor 11	24DBLS8_	Discipline Specific Elective XI	4	0	0	2	4	40	60	100
DSE 12 / IDC 12 / Minor 12	24DBLS8_	Discipline Specific Elective XII	4	0	0	2	4	40	60	100
DSE 13 / IDC 13 / Minor 13	24DBLS8_	Discipline Specific Elective XIII	4	0	0	2	4	40	60	100
SEC / RP 2	24RBLS81	Research Project II	0	0	12	2	6	40	60	100
			16	**-**	**12**	**-**	**22**	**-**	**-**	**-**

CIA - Continuous Internal Assessment SEE - Semester End Examination

***L – Lecture, *T- Tutorial, *P- Practical, *O - Outside the class effort / self-study**

KNOWLEDGE IS POWER

CORE COURSES

Category	Code	Course	L	T	P	O	C
CC 1	24CBLS11	Principles and Practices of Management	4	0	0	2	4
CC 2	24CBLS12	Fundamentals of Logistics	4	0	0	2	4
CC 3	24CBLS13	Business Statistics and Logic	4	0	0	2	4
CC 4	24CBLS21	Financial Accounting	4	0	0	2	4
CC 5	24CBLS22	Introduction to Shipping	4	0	0	2	4
CC 6	24CBLS23	Maritime Economics	4	0	0	2	4
CC 7	24CBLS31	Cost and Management Accounting	3	1	0	2	4
CC 8	24CBLS32	Legal and Ethical Issues in Business	4	0	0	2	4
CC 9	24CBLS33	Human Resource Management	4	0	0	2	4
CC 10	24CBLS41	Financial Management	4	0	0	2	4
CC 11	24CBLS42	Business Environment and Public Policy	4	0	0	2	4
CC 12	24CBLS51	Business Research Methodology	4	0	0	2	4
CC 13	24CBLS52	Marketing Management	4	0	0	2	4
CC 14	24CBLS53	Multi Modal Transportation	4	0	0	2	4
CC 15	24CBLS61	Shipping Finance and Marine Insurance	4	0	0	2	4
CC 16	24CBLS62	Project Management	4	0	0	2	4
CC 17	24CBLS71	Entrepreneurial Leadership	4	0	0	2	4

DISCIPLINE SPECIFIC ELECTIVE COURSES

Category	Code	Course	L	T	P	O	C
DSE 1	24DBLS11	Retail Logistics & Ecommerce	3	0	0	2	3
	24DBLS12	Port Agency Operations	3	0	0	2	3
DSE 2	24DBLS13	Transportation and Distribution Management	4	0	0	2	4
	24DBLS14	Hazard Analysis and Risk Assessment	4	0	0	2	4
DSE 3	24DBLS15	Liner Shipping Business	4	0	0	2	4
	24DBLS16	Export Import Documentation	4	0	0	2	4
DSE 4	24DBLS17	Air Cargo Logistics Management	4	0	0	2	4
	24DBLS18	Port and Terminal management	4	0	0	2	4
DSE 5	24DBLS19	Inland Waterways Management	4	0	0	2	4
	24DBLS20	Airport Operations Management	4	0	0	2	4
DSE 6	24DBLS21	Financial Auditing	3	0	0	2	3
	24DBLS22	International Standard Organizational Auditing	3	0	0	2	3
DSE 7	24DBLS23	Warehousing and Inventory Management	4	0	0	2	4
	24DBLS24	International Business	4	0	0	2	4
DSE 8	24DBLS25	Total Quality Management	4	0	0	2	4
	24DBLS26	Corporate Governance	4	0	0	2	4
DSE 9	24DBLS27	Logistics Information Systems	4	0	0	2	4
	24DBLS28	Brand Management	4	0	0	2	4
DSE 10	24DBLS29	Customs Procedures and Practices	4	0	0	2	4
	24DBLS30	Buinsess Taxation	4	0	0	2	4
DSE 11	24DBLS31	Negotiation Skills	4	0	0	2	4
	24DBLS32	Advanced Research Methodology	4	0	0	2	4
DSE 12	24DBLS33	Services Marketing	4	0	0	2	4
	24DBLS34	Digital Marketing	4	0	0	2	4
DSE 13	24DBLS35	Strategic Management	4	0	0	2	4
	24DBLS36	Event Management	4	0	0	2	4

AEC & LANGUAGES

Category	Code	Course	L	T	P	O	C
AEC/ LANG 1	24LTAM11/ 24LHIN11/ 24LFRE11	Tamil I / Hindi I/ French I	2	0	0	1	2
AEC/ ENG 1	24LENG11	English I	2	0	0	1	2
AEC /LANG 2	24LTAM21/ 24LHIN21/ 24LFRE21	Tamil II / Hindi II / French II	2	0	0	1	2
AEC/ ENG 2	24LENG21	English II	2	0	0	1	2
AEC/ LANG 3	24LTAM31/ 24LHIN31/ 24LFRE31	Tamil III / Hindi III / French III	2	0	0	1	2
AEC/ ENG 3	24LENG31	English III	2	0	0	1	2
AEC/ LANG 4	24LTAM41/ 24LHIN41/ 24LFRE41	Tamil IV / Hindi IV/ French IV	2	0	0	1	2
AEC/ ENG 4	24LENG41	English IV	2	0	0	1	2
AEC 1	24EVS031	Environmental Studies and sustainability	3	0	0	2	3

MULTI DISCIPLINARY COURSES

Category	Code	Course	L	T	P	O	C
MDC 1	24MBLS11	Media Literacy and Critical Thinking	2	0	0	1	2
MDC 2	24MBLS21	Indian System of Health and Wellness	3	0	0	2	3

MULTI DISCIPLINARY ELECTIVE

Category	Code	Course	L	T	P	O	C
MDE 1	24MBLS31	Indian Knowledge System	2	0	0	1	2

VALUE ADDED COURSES

Category	Code	Course	L	T	P	O	C
VAC 1	24DVAC11	Communication Skills	2	0	0	1	2
VAC 2	24DVAC21	Universal Human Values	1	0	0	1	1
VAC 3	24DVAC41	Yoga Education / NSS / NCC	1	0	0	1	1
VAC 4	24DVAC51	Disaster Management	1	0	2	1	2

SKILL ENHANCEMENT COURSES

Category	Code	Course	L	T	P	O	C
SEC 1	24SSKU11	Soft Skills I	2	0	0	1	2
SEC 2		Orientation Programme / Industrial Visit	-	-	-	-	-
SEC 3	24SSKU21	Soft Skills II	2	0	0	1	2
SEC 4	24SSKU31	Soft Skills III	2	0	0	1	2
SEC 5	24SBLS41	Industry Oriented Employability skills	1	0	0	1	1
SEC 6		In-plant Training/ Industrial Tour/ Summer Term	-	-	-	-	-
SEC 7	24SBLS51	Entrepreneurial Development	2	0	0	1	2

SEC 8	24SBLS52	Skill Enhancement Training / Student Club Activities/ Institution Innovation Council Activities	0	0	2	1	1
SEC 9	24PBLS61	Mini Project	0	0	4	1	2
SEC 10		On Job Training / Apprenticeship / Startup	-	-	-	-	-

SUMMER INTERNSHIP

Category	Code	Course	L	T	P	O	C
SEC /SI 1	24IBLS31	Internship I	0	0	2	1	1
SEC /SI 2	24IBLS51	Internship II	0	0	2	1	1

RESEARCH PROJECT

Category	Code	Course	L	T	P	O	C
SEC /RP 1	24RBLS71	Research Project I	0	0	12	2	6
SEC /RP 2	24RBLS81	Research Project II	0	0	12	2	6

SEMESTER I

24LTAM11	தமிழ்மொழிப்பாடம்-I	L	T	P	O	C
		2	0	0	1	2

பாடத்திட்ட நோக்கம்:

மாணவர்களின் இலக்கிய நாட்டத்தை மேம்படுத்துதல், தற்கால தமிழ் இலக்கிய வகைமைகளான மரபுக்கவிதை, புதுக்கவிதை, உரைநடை ஆகியவற்றை அறிமுகப்படுத்துதல், தமிழர்தம் வாழ்வியல் நெறிகளையும் பண்பாட்டுச் செழுமைகளையும் இன்றைய தலைமுறையினர் அறியச் செய்தல், மாணவர்களுக்குத் தமிழைத் தவறின்றி எழுதுவதற்குத் தேவையான பயிற்சி அளித்து அவர்களின் மொழித்திறனை மேம்படுத்துதல், செய்யுளின் நலத்தைப் பாராட்டும் முறைமையை அறியச் செய்து அதன்வழி சிந்தனை வளத்தைப் பெருகச் செய்தல் என்பனவும் மேற்கண்டவழி மாணவர்களை ஆளுமை மிக்கவர்களாக உருவாக்கி, போட்டித்தேர்வுகளுக்குத் தயார் செய்து அவர்களுக்கு வேலைவாய்ப்பை உருவாக்குவதும் இந்தப் பாடத்திட்டத்தின் முக்கிய நோக்கமாகும்.

அலகு 1:	தமிழ் மொழி வரலாறு	8 மணி நேரம்

மொழிக்குடும்பம் - இந்திய மொழிக்குடும்பங்கள் - இந்திய ஆட்சி மொழிகள் - திராவிட மொழிக்குடும்பங்கள் - திராவிட மொழிகளின் வகைகள் –திராவிட மொழிகளின் சிறப்புகள் - திராவிட மொழிகளின் வழங்கிடங்கள் - திராவிட மொழிகளுள் தமிழின் இடம் - தமிழ்மொழியின் சிறப்புகள் - தமிழ் பிறமொழித் தொடர்புகள்.

அலகு 2:	புறநானூறு	7 மணி நேரம்

புறநானூறு- பாடல் எண்: , 182, 183, – இரண்டு பாடல்கள்.

குறுந்தொகை- பாடல் எண்: 2, 167, - இரண்டு பாடல்கள்

பரிபாடல் - முருகன். வையை - இரண்டு பாடல்கள்

அலகு 3	அற இலக்கியங்கள்	7மணி நேரம்

திருக்குறள்- வான்சிறப்பு (அறம்), பெருமை (பொருள்), பிரிவாற்றாமை (இன்பம்),. மூன்று அதிகாரங்கள் முழுமையும்

1. நாலடியார் - இரண்டு பாடல்கள். (2, 3)
2. மூதுரை - இரண்டு பாடல்கள். (2, 8)

அலகு 4	மொழி	8 மணி நேரம்

பிழை நீக்கி எழுதுதல் - ஒற்றுப்பிழை நீக்கி எழுதுதல் - தொடர்பிழை நீக்கி எழுதுதல் - ஒற்று மிகும் இடங்கள் - ஒற்று மிகா இடங்கள் - பிற மொழிச் சொற்களை நீக்கி எழுதுதல் – பயிற்சிகள்.

மொத்தம்: 30 மணி நேரம்

COURSE OUTCOMES:

Students will able to

CO1 Recall and recognize heritage and culture of Tamils through History of Tamil Language.

CO2 Interpret the cultural life style of Ancient Tamils.

CO3 Evaluate social and indivituals moral value after studying Epics and Ethics Literature.

CO4 Build the humanistic concept and moral life skills after studying divine and minor Literature.

CO5 Improve their own creativity and writing skills after studying history of Modern Tamil Litrature.

பார்வை நூல்கள்

1. **தமிழர் நாகரிகமும் பண்பாடும்,** டாக்டர் அ. தட்சிணாமூர்த்தி, ஐந்திணைப் பதிப்பகம், 2001.
2. **தவறின்றித் தமிழ் எழுதுவோம்**, மா. நன்னன், ஏகம் பதிப்பகம், 1999.
3. **தவறின்றித் தமிழ் எழுத** - மருதூர் அரங்கராசன், ஐந்திணைப் பதிப்பகம், 2003.
4. **தமிழ் இலக்கிய வரலாறு**, வரதராசன், மு., புது தில்லி : சாகித்திய அக்காதெமி, 2002.
5. **புதிய தமிழ் இலக்கிய வரலாறு**, நீல. பத்மநாபன், சிற்பி பாலசுப்ரமணியம், சாகித்திய அகாடெமி, 2007.

6. **செம்மொழி தமிழின் சிறப்பியல்புகள்** - முனைவர் மறைமலை இலக்குவனார்; https://www.youtube.com/watch?v=HHZnmJb4jSY

7. **பாடநூல் தேடலுக்கான இணையம் -** https://archive.org/

24LHIN11	HINDI-I	L	T	P	O	C
		2	0	0	1	2

Course Objectives :

- To understand the rural life style, social responsibilities and social values
- To create awareness about the importance of varied culture
- To enable the students to develop communication skill in Hindi and to use Azhagi, Azhagi+ fonts

UNIT I : पं.श्रीराम शर्मा कृत 'स्मृति' (कहानी)
'Smruti' (Kahani) by Pandit Sriram Sharma. 6hrs.

UNIT II : शरद जोशी कृत 'अतिथि तुम कब जावोगे' (व्यंग्य)
'Athiti tum kab jaaoge' (Vyangy) by Sharad Joshi. 6hrs.

UNIT III: राहुल सांस्कृतयायन कृत 'अथातो घुमक्कड़ जिज्ञासा' (यात्रा वृत्तान्त)
'Atatho Ghumakkad Jigyasa' (Yatra Vruthanth) by Rahul Sanskrityayan. 6hrs.

UNIT IV: व्यावहारिक हिन्दी- पत्र लेखन में प्रयुक्त वाक्यांश, कौशल विकास – भाव एक भाषा अनेक 6hrs.
Functional Hindi-Phrases used in Letter Writing.
Skill development - Bhav Ek Bhasha Anek

UNIT V : पत्र लेखन – परिचय व प्रकार, 3 अनोपचारिक पत्र
अलगी, अलगी + फ़ॉन्ट का परिचय
Letter Writing- Intro. & Types & 3 Personal Letters 6hrs.
Introduction to Azhagi, Azhagi + fonts

Total: 30hrs.

Course Outcome:
At the end of this course Students will be able to
CO1 Gain knowledge about the rural life style
CO2 Understand social values
CO3 Understand importance of varied culture
CO4 Journalise in Functional Hindi
CO5 Use Azhagi, Azhagi+ fonts

Text Books:
Pandit Shriram Sharma, Shikaar, Sahitya Sadan, 1932.
Sharad Joshi, Yatha Sambhav, Bharatiya Gyanpeet, 2014.
Rahul Sanskrityayan, Ghumakkad Shastra, Rajkamal Prakashan, 1949.

Reference Book:
Kendriya Hindi Sansthan, Banking Hindi Patyakram, 2012.
NCERT, Sparsh, Class 9.
Main Aur Mera Vyakaran, New Saraswati House, New Delhi.
Govind Ballabh Sharma, Hindi Vyavaharik Tankan Kala Evam Tankan Abhyas, Neelkanth Publishers Pvt. Ltd., 2022.

Weblinks :
Pandit Sriram Sharma ka kahani: https://www.evidyarthi.in
Harishankar parasayi ka Vyangy: http://gadyakosh.org
Rahul Sanskrityayan ka yatravruttant: https://www.hindwi.org
Prayojanmoolak Hindi:https://hi.mwikipedia.org
https://www.azhagi.com/hnd/helphtml/Introduction.html

24LFRE11	FRENCH-I	L	T	P	O	C
		2	0	0	1	2

COURSE OBJECTIVES:

The lessons are being chosen:

- To greet, to express excuse and to introduce oneself
- To introduce another person
- To express his/her ideas, opinions and weekend projects
- To request someone to do something, polite manners
- To accept, refuse, enquire and indicate the time and date
- To express himself / herself in positive and negative manner

UNIT I	**SALUT**	**4 HOURS**
● les nombres, Les jours de la semaine et du mois, La nationalité		
UNIT II	**ENCHANTÉ**	**6 HOURS**
● Les verbes Etre, Avoir, Aller, Regular ER verbes, Present tense		
UNIT III	**J'ADORE**	**4 HOURS**
● La negation, l'adjectif possessif, le futur proche		
UNIT IV	**TU VEUX BIEN**	**7 HOURS**
● Les articles de finis/indéfinis, Les pronoms après une préposition (avec lui, chez moi), Le passé composé		
UNIT V	**ON SE VOIT QUAND**	**5 HOURS**
● Les pronoms compléments directs me, te, nous, vous, L'interrogation avec est-ce que, L'heure et la date.		
UNIT VI	**BONNE IDÉE**	**4 HOURS**
● Les articles partitifs, Le masculin et le féminin des adjectifs, Les pronoms compléments directs le, la, les, La négation : ne… pas de.		

TOTAL 30 HOURS

COURSE OUTCOMES:

CO 1 The students would be able to greet, to excuse and to introduce himself
CO 2 The students would be able to introduce someone
CO 3 The students would be able to express his ideas, opinions and weekend projects
CO 4 The students would be able to ask someone to do something, polite manner
CO 5 The students would be able to accept, refuse enquire and indicate the time and date
CO 6 The students would be able to express himself in positive and negative manner

REFERENCES:

1. LATITUDES 1 (A1/A2) MÉTHODE DE FRANÇAIS - Régine Mérieux and Yves Loiseau
2. SAISON A1 - MÉTHODE DE FRANÇAIS - Marie-Noëlle Cocton, Élodie Heu, Catherine Houssa, Émilie Kasazian

24LENG11	ENGLISH-I	L	T	P	O	C
		2	0	0	1	2

COURSE OBJECTIVES:

- To enable students to develop their communication skills effectively.
- To make students familiar with usage skills in the English Language.
- To enrich their vocabulary in English.
- To develop communicative competence.

UNIT I	PROSE	6 HOURS

- Dangers of drug abuse - Hardin B.Jones
- Tight corners - E.V.Lucas

UNIT II	POETRY	6 HOURS

- Ecology - A.K.Ramanujan
- The owl and the chimpanzee - Jo Camacho

UNIT III	SHORT STORY	6 HOURS

- The Dear Departed - Stanley Houghton
- The Fool's Paradise- Isaac Bashevis Singer

UNIT IV	GRAMMAR	6 HOURS

- Parts of speech, Articles

UNIT V	GRAMMAR	6 HOURS

- One-word substitution, prefix, suffix, synonym, antonym

TOTAL 30 HOURS

COURSE OUTCOMES:

Upon completion of this course, the students will be able to

CO 1 Understand the characteristic features of the language used in the text.

CO 2 Strengthen their knowledge of basic grammar

CO 3 Improve narrative skills after studying diverse prose and play.

CO 4 Understand to classify parts of speech and articles.

CO 5 Develop critical writing skills in the textual content of the syllabus.

REFERENCES:

1. English for Communication Enrichment: by Jeya Santhi June 2015.
2. Dr. M. Narayana Rao and Dr. B. G.Barki–Anu's Current English for Communication (AnuChitra). June 2012.
3. Dr. Ananthan, R. Effective Communication. Ed. Chennai: Anu Chithra Pub.2010.

24CBLS11	PRINCIPLES AND PRACTICES OF MANAGEMENT	L	T	P	O	C
		4	0	0	2	4

COURSE OBJECTIVES:

- To understand the basic concepts, principles, and theories of management.
- To examine the essential functions of managers.
- To analyze the impact of globalization, diversity, and ethics on management.
- To develop skills in strategic planning, decision-making, and leadership.

UNIT I	INTRODUCTION TO MANAGEMENT	12 HOURS

Definition, nature, and significance of management, management and administration, levels of management, role of managers and managerial skills; Evolution of management thoughts: Classical, Behavioral, Quantitative, Systems, Contingency and Modern approaches; Management as a science and anart; Functions of management: Planning, organizing, leading, and controlling.

UNIT II	PLANNING, ORGANIZING AND STAFFING	12 HOURS

Nature, Importance and Purpose of planning in management; Types of plans: Strategic, tactical, operational ; Planning process and techniques ; Decision- making- Importance and steps, decision making models and tools; Organizational structure and design; types of organizational structures: Functional, divisional, matrix; Authority, responsibility, and delegation, Centralization Vs Decentralization of authority and responsibility – Span of Control; Coordination and integration, MBO and MBE; Nature and Importance of staffing – Process of selection and recruitment.

UNIT III	LEADING, DIRECTING	12 HOURS

Meaning and nature of directing, Leadership theories (trait, behavioral, contingency, participative, charismatic, transformational, level-5 leader), Motivation theories and practices (Maslow, Herzberg two factor, McGregor's theory x & theory y), Hawthorne effect, Communication (meaning and importance) in management, Team building and group dynamics

UNIT IV	CONTROLLING	12 HOURS

Controlling-meaning and steps in controlling, control process and systems, essentials of sound control system, methods of establishing control, types of control; Performance measurement and management.

UNIT V	STRATEGIC MANAGEMENT, ETHICS AND SOCIAL RESPONSIBILITY	12 HOURS

Overview of strategic management, SWOT analysis and strategic formulation, Implementing and evaluating strategies. Ethical issues in management, Corporate social responsibility (CSR), Sustainable management practices.

TOTAL 60 HOURS

COURSE OUTCOMES:

On having completed this course student should be able to:

CO 1 Demonstrate how management principles are used to solve practical business problems

CO 2 Compare and contrast different management theories and their effectiveness in various organizational contexts Design a management strategy for a hypothetical or real organization usinga mix of management theories and practices

CO 3 Propose innovative management solutions to enhance efficiency and effectiveness in given business scenarios
CO 4 Demonstrate controlling techniques
CO 5 Learn the SWOT analysis

REFERENCES:

Text Books (Latest Editions):

1. Rao, V. S. P. Management Principles and Applications. Taxmann Publications.
2. Bright, D. et al. Principles of Management. OpenStax Textbooks, Houston
3. Kapoor, Premvir, Principles of Management, Khanna Book Publishing.
4. Jones, G. R., and George, J. M. Essentials of contemporary management. New York, NY: McGraw-HillEducation.
5. Robbins, S. P. & Coulter, M. A. Management. Pearson.

References:

1. Indian Business Rising: The Contemporary Indian Way of Conducting Business-And How It Can Help You Improve Your Business | Harvard Business Review Press | 5813BC PDF-ENG | https://hbsp.harvard.edu/product/5813BC-PDF-ENG

Reflective Exercises and Cases:

1. Entrepreneurial Leadership in Forming High Tech Enclaves: Lessons from the Government of Andhra | F.Warren McFarlan, Espen Andersen, RamiroMontealegre | Harvard Business School | 308079-PDF-ENG | https://hbsp.harvard.edu/product/308079-PDF-ENG?

2. ATH Technologies by Robert Simons and Jennifer Packard
https://www.hbs.edu/faculty/Pages/item.aspx?num=52711

3. Article review and discussion:
Application of Ancient Indian Philosophy in Modern Management (http://www.irdindia.in/journal_ijrdmr/pdf/vol5_iss4/8.pdf)

4. Review of Lincoln Electric Co. by Norman Berg.

5. Review of Hawthorne case.

6. Leadership Lessons from India | Peter Cappelli, Harbir Singh, Jitendra V. Singh, Michael Useem | Harvard Business Review | R1003G-PDF-ENG | https://hbsp.harvard.edu/product/R1003G PDF-ENG?

7. Traditional Way of Learning Ayurveda and Practising It: A Dialogue with Vaidya Bhaskarbhai Hardikar | Mukund Dixit, Sanjay Verma | IIM Ahmedabad | A00135-PDF-ENG | https://hbsp.harvard.edu/product/A00135-PDF-ENG?

8. Forest Essentials: Demystifying India's Luxury Ayurveda Brand | Veena Vohra, Seema Khanvilkar | Ivey Publishing | W28410-PDF-ENG |https://hbsp.harvard.edu/product/W28410-PDF-ENG?

9. Atijeevan Foundation: Transforming Scars into Strength | Shubham Sharma, Satyendra C Pandey | Ivey Publishing | W36939-PDF-ENG | https://hbsp.harvard.edu/product/W36939-PDF-ENG? 10. *How Do Great Leaders Overcome Adversity? By Mayo (2024) https://hbswk.hbs.edu/item/cold-call-how-do-great-leaders-overcome- adversity*

11. *Leadership principles from Hindu scriptures* (https://blog.hua.edu/blog/leadership-principles-from-hindu-scriptures)

12. 5 Principles of Purposeful Leadership | Hubert Joly | Harvard Business Review | H06YSB-PDF ENG | https://hbsp.harvard.edu/product/H06YSB- PDF-ENG?

24CBLS12	FUNDAMENTALS OF LOGISTICS	L	T	P	O	C
		4	0	0	2	4

COURSE OBJECTIVES:

Students will understand the core principles and practices of logistics, including supply chain management, transportation, and warehousing. They will learn to analyze and optimize logistics operations for efficiency and cost-effectiveness. Additionally, students will develop problem-solving skills to address common logistical challenges in various industries.

UNIT I	INTRODUCTION TO LOGISTICS	12 HOURS

Origin of Business Logistics - Logistics organization and its role in a manufacturing unit - Role of Logistics in Economy/Organization - Functions of the Logistics system - Inbound Logistics - Outbound logistics - In plant logistics

UNIT II	PROCUREMENT AND OUTSOURCING	12 HOURS

Procurement and Outsourcing - Integrated Logistics Management - Routing of materials from origin to destination - role of physical delivery - Importance of Packaging- Principles of Packaging - Role, Cost, Economics - Packaging Materials - Customer Service functions in logistics

UNIT III	GLOBAL LOGISTICS	12 HOURS

Global Logistics scenario - Logistics hubs and distribution Strategy - Role of Information Systems in improving the efficiency – Containerization as an enabler of logistics strategy - Cargo security - Logistics strategy for perishables / Dangerous goods

UNIT IV	LOGISTICS PERFORMANCE	12 HOURS

Financial aspects in Logistics performance - Role of 3 PL and 4 PL - Logistics infrastructure for 3PL - Types and functions of warehouses -Expectations & Fulfillment levels for E-business - Retail Supply Chain Administration - Vendor Managed Inventory

UNIT V	LOGISTICS PLANNING AND DESIGN TECHNIQUES	12 HOURS

Logistics Planning and Design Techniques - Organization structure for improving the effectiveness Goods – (Automobile components) - Reverse logistics

TOTAL 60 HOURS

COURSE OUTCOMES:

On having completed this course student should be able to:

CO1: Explain the functions of logistics system.

CO2: Discuss the principles and importance of packing

CO3: Enumerate the Role of Information Systems in improving the logistics efficiency

CO4: List the logistics techniques

CO5: Explore the learners with more employment opportunities

REFERENCES:

1. Donald J. Bowersox David J. Closs, International Editions (1996) Logistical Management, McGraw-Hill, Singapore.

2. JhonW.langford (2007) Logistics Principles and Applications, McGraw-Hill professional, U.S.A.

3. Nandi, S.K and Ganapathi, S.L (2015),Logistics Management, Oxford University Press, New Delhi.

4. Pramod Raokalyani Gohokar (2010) Logistics Management Concepts and Cases , ICFAI University Press, Hydrabad, S.India

5. Reza Zanjirani Farahan, Shabnam Rezapour and Laleh Kurdor (2012) Logistics Operations and Management-Concepts and Models ,Elsevier, New York, USA.

24CBLS13	BUSINESS STATISTICS AND LOGIC	L	T	P	O	C
		4	0	0	2	4

COURSE OBJECTIVES:

- To learn various concept in matrix.
- To apply the concept of sets to promote critical thinking, problem-solving techniques and interdisciplinary connections.
- To analyze the relationships, decisions making and modeling the various kinds of problems.
- To solve various logical problems.

UNIT I	SETS THEORY	12 HOURS

Definitions – Operations on Sets – Laws of Sets –Properties of Sets–Simple application using Venn diagram.

UNIT II	MATRICES	12 HOURS

Definitions – Operations on Matrices – Determinants–Minors– Cofactors– Properties of Determinants– Inverse of matrix – Solution of Linear Equations–Matrix method– Crammer's rule

UNIT III	STATISTICAL METHODS	12 HOURS

Definition– Importance, uses and limitations of Statistical methods–Diagrammatic and Graphical Representation of Data–Measures of Central tendency: Mean, Median, Mode.

UNIT IV	CORRELATION AND REGRESSION ANALYSIS	12 HOURS

Definition - Types of Correlation-Methods of Correlation-–Karl Pearson's Coefficient of Correlation– Spearman's Rank Correlation Coefficient– Regression Lines and Regression equations.

UNIT V	LOGICS	12 HOURS

Definitions -Algebra- Ratio–Proportions– Variations– Permutations– Fundamental Principle of Counting – Combinations– Applications of Permutations and Combinations.

TOTAL 60 HOURS

COURSE OUTCOMES:

On having completed this course student should be able to

CO 1 Examine the laws of sets and its applications.

CO 2 Analyze the operations in Matrices and evaluate the solution of the system of equations.

CO 3	Evaluate the Measures of central tendency under various conditions.
CO 4	Analyze the relation between the variables under different concepts.
CO 5	Evaluate the basic computational logics in business.

REFERENCES:

1. Beri G, *Business Statistics*, Tata McGraw Hill Publishing Company Limited,2009.
2. P.R.Vittal , *Businesss Statistics* -Margham Publications,2021
3. Pillai R.S.N, Mrs.Bhagavathi, *Statistics* ,S. Chand and Company Ltd., New Delhi,1997.
4. S.C. Gupta and V. K. Kapoor, *Fundamentals of Mathematical Statistics.* Sultan Chand &Sons, New Delhi,2020.

TEXT BOOKS:

1. P.R.Vittal , *Businesss Mathematics and Statistics*- Margham Publications,2021
2. R.S.Agarwal, Quantitative Aptitude for Competitive Examinations –S.Chand Publications, 2022.

WEB SITE LINKS:

1. http://mathworld.wolfram.com
2. https://web.gccaz.edu/~johwd63181/MAT142/chapter_1/problems/section%201.7.pdf
3. https://wpforms.com/the-ultimate-list-of-online-business-statistics/
4. https://www.coursera.org/courses?query=business%20statistics
5. https://www.geeksforgeeks.org/quantitative-aptitude/

SEMESTER II

24LTAM21	தமிழ்மொழிப்பாடம்-II	L	T	P	O	C
		2	0	0	1	2

பாடத்திட்ட நோக்கம்:

மாணவர்களின் இலக்கிய நாட்டத்தை மேம்படுத்துதல், அற இலக்கியங்கள், சிற்றிலக்கியம், சிறுகதை ஆகியவற்றை அறிமுகப்படுத்துதல், தற்காலப் பேச்சுத் தமிழ் எழுத்துத்தமிழ் ஆகியவற்றின் வளர்நிலைகளை மாணவர்களை அறியச் செய்தல், அதன்வழி சிந்தனை வளத்தைப் பெருகச் செய்தல் என்பனவும் மேற்கண்டவழி மாணவர்களை ஆளுமை மிக்கவர்களாக உருவாக்கி, போட்டித்தேர்வுகளுக்குத் தயார் செய்து அவர்களின் மொழித் திறனை மேம்படுத்த அவர்களுக்குக் கடிதம் எழுதும் கலையைக் கற்றுக்கொடுத்தல், அணி இலக்கணத்தை அறியச் செய்தல் என்பன இந்தப் பாடத்திட்டத்தின் முக்கிய நோக்கமாகும்.

அலகு 1:	காப்பியங்கள்	8 மணி நேரம்

சிலப்பதிகாரம்- கனாத்திறம் உரைத்தக் காதை முழுவதும்.

மணிமேகலை- மலர்வனம் புக்க காதை முழுவதும்.

கம்பராமாயணம் - குகப் படலம் (தேர்ந்தெடுக்கப்பட்ட ஒன்பது பாடல்கள்).

அலகு 2:	பக்தி இலக்கியம்	8 மணி நேரம்

1.மாணிக்கவாசகர் - திருவாசகம் – மூன்று பாடல்கள்

- ✓ புல்லாகி பூடாகி (சிவபுராணம்)
- ✓ எல்லாப் பிறப்பும் (சிவபுராணம்)
- ✓ உற்றாரை யான் வேண்டேன் (திருப்புலம்பல்)

2.ஆண்டாள் - திருப்பாவை – மூன்று பாடல்கள் (1, 3, 4)

- ✓ மார்கழித் திங்கள் … (பாசுரம் 1)
- ✓ ஓங்கி உலகளந்த… (பாசுரம் 3)
- ✓ ஆழிமழைக் கண்ணா… (பாசுரம் 4)

3.வீரமாமுனிவர் - தேம்பாவணி – வளன் செனித்தப் படலம்

4.சீறாப்புராணம்- மானுக்கு பிணை நின்ற படலம்

அலகு 3	கலைகள்	7மணி நேரம்

சிற்பம் - ஓவியம் - இசை - கூத்து - ஒப்பனை - ஆடை அணிகலன்கள்.		
அலகு 4	**நாகரிகம், பண்பாடு**	8 மணி நேரம்
சொற்பொருள் விளக்கம் - பண்டைத் தமிழர் வாழ்வியல் - அகம் - களவு - கற்பு - குடும்பம் - விருந்தோம்பல் - உறவு முறைகள் - சடங்குகள் - நம்பிக்கைகள் - பொழுதுபோக்கு - புறம் - போர் முறைகள் - நடுகல் வழிபாடு - கொடைப்பண்பு.		
மொத்தம்: 30 மணி நேரம்		

COURSE OUTCOMES:

Students will able to

CO1 Measure human mind through the studying of Tamil classical literature in the aspect of moral value.

CO2 Justify the contemporary social issueses through studying Tamil Epics.

CO3 Build the life skills after studying of the poetry.

CO4 Develop narrative skill after reading short stories.

CO5 Improve their own style of writing after studying Sirpiye Unnai Sethukkukiren essays collection.

பார்வை நூல்கள்

1.தமிழர் நாகரிகமும் பண்பாடும், டாக்டர் அ. தட்சிணாமூர்த்தி, ஐந்திணைப் பதிப்பகம், 2001.

2. தவறின்றித் தமிழ் எழுதுவோம், மா. நன்னன், ஏகம் பதிப்பகம், 1999.

3.தவறின்றித் தமிழ் எழுத - மருதூர் அரங்கராசன், ஐந்திணைப் பதிப்பகம், 2003.**தமிழ் இலக்கிய வரலாறு**, வரதராசன், மு., புது தில்லி : சாகித்திய அக்காதெமி, 2002.**புதிய தமிழ் இலக்கிய வரலாறு**, நீல. பத்மநாபன், சிற்பி பாலசுப்ரமணியம், சாகித்திய அகாடெமி, 2007.

1. **செம்மொழி தமிழின் சிறப்பியல்புகள்** - முனைவர் மறைமலை இலக்குவனார்; https://www.youtube.com/watch?v=HHZnmJb4jSY

2. **பாடநூல் தேடலுக்கான இணையம் -** https://archive.org/

24LHIN21 **HINDI-II**

L	T	P	O	C
2	0	0	1	2

Course Objectives :

- To inculcate the human values, importance of patriotism and hard work
- To train students in functional Hindi
- To introduce the usage of Inscript keyboard

UNIT I : मुंशी प्रेमचंद कृत 'बूढी काकी' (कहानी)
'Boodee kaki" (Kahani) by Munshi Premchand 6hrs.

UNIT II : जयशंकर प्रसाद कृत 'पुरस्कार' (कहानी)
'Puraskar' (Kahani) by Jaishankar Prasad 6hrs.

UNIT III: हरिशंकर परसाई कृत 'मैं नरक से बोल रहा हूँ' (व्यंग्य)
'Main Narak Se Bhol Raha Hun' (Vyangy) by Harishankar Parsayi. 6hrs.

UNIT IV: व्यावहारिक हिन्दी 1 – 50 – तकनीकि शब्द, 50 – पदनाम व विभागीय नाम, भाव एक भाषा अनेक 6hrs.
Functional Hindi 1 - 50-Technical Words, 50-Designation & Department Names, Bhav Ek Bhasha Anek

UNIT V : व्यावहारिक हिन्दी 2 – पत्र लेखन – 3 औपचारिक पत्र, इन्स्क्रिप्ट कीबोर्ड का परिचय 6hrs.
Functional Hindi 2 -Letter Writing- 3 Official Letters.
Introduction to Inscript Keyboard

Total: 30hrs

Course Outcome:
At the end of this course Students will be able to
CO1 Know to the human values
CO2 Know the importance of patriotism
CO3 Know the value of hardwork in human life
CO4 Journalise in Functional Hindi
CO5 Use inscript keyboard

Text Book:
Ed. Subhash chandar, Boodi Kaki by Premchand, Natioonal Book Trust, 2012.
Jaishankar Prasad, Pratinidhi Kahaniyan, Raj Kamal Prakashan, 2015.
Harishankar Parsai, Pratinidhi vyangy, Rajkamal, 2007.
Kendriya Hindi Prashikshan Sansthan, Parangat, Bharat Sarkar, 2015.

Reference book:
Kendriya Hindi Sansthan, Banking Hindi Patyakram, 2012.

Weblink:
Munshi Premchand, Manasarovar, 2007, http://gadyakosh.org
Jaishankar Prasad/ http://gadyakosh.org
Harishankar Parsai/ https://hindikahani.hindi-kavita.com
Prayojanmoolak Hindi:https://hi.mwikipedia.org
https://rajbhasha.gov.in/en/introduction

24LFRE21	FRENCH-II	L	T	P	O	C
		2	0	0	1	2

COURSE OBJECTIVES:

- To express his / her where abouts and to ask seek direction
- To express obligation and restriction
- To describe a place
- To narrate and to question
- To describe someone
- To express his desire and to speak about the future

UNIT I	**C'est où**	**5 HOURS**

- L'impératif, Les articles contractés au, à la…, Le passé composé et l'accord du participe passé avec être.

UNIT II	**N'oubliez pas**	**5 HOURS**

- Le pronom relatif Qui, que, où, Les pronoms compléments indirects (me, te, lui, leur…)

UNIT III	**Belle vue sur la mer --**	**4 HOURS**

- Les adjectifs démonstratifs, Y- pronom complement

UNIT IV	**Quel beau voyage!**	**4 HOURS**

- Les verbes pronominaux, En- pronom complément

UNIT V	**Oh ! joli**	**5 HOURS**

- L'imparfait, L'imparfait ou le passé composé

UNIT VI	**Et après ?**	**7 HOURS**

- Le futur simple, Le subjonctif présent

TOTAL 30 HOURS

COURSE OUTCOMES:

Upon completion of this course, the students will be able to

CO 1	The students would be able to express his/her where about and to ask direction
CO 2	The students would be able to express obligation and restriction
CO 3	The students would be able to describe a place
CO 4	The students would be able to narrate and to question
CO 5	The students would be able to describe someone

CO 6	The students would be able to express his desire and to speak about the future

REFERENCES:

1. LATITUDES 1 (A1/A2) MÉTHODE DE FRANÇAIS - Régine Mérieux and Yves Loiseau
2. SAISON A1 - MÉTHODE DE FRANÇAIS - Marie-Noëlle Cocton, Élodie Heu, Catherine Houssa, ÉmilieKasazian

VELS KNOWLEDGE IS POWER

24LENG21	ENGLISH-II	L	T	P	O	C
		2	0	0	1	2

COURSE OBJECTIVES:

- To read and understand different types of prose, poetry, and fiction.
- To think critically about texts and express ideas clearly.
- To recognize and discuss key themes and styles in literary works.
- To learn and use grammar rules correctly in writing and speaking.
- To write more effectively by applying grammar and literary techniques

UNIT I	**PROSE**	**6 HOURS**

- If you are wrong, admit it- Dale Garnegie
- Words of Wisdom- Chetan Bhaghat

UNIT II	**POETRY**	**6 HOURS**

- La Belle Dame Sans Merci - John Keats
- Ozymandias- P.B.Shelley

UNIT III	**FICTION**	**6 HOURS**

- The School for Empathy - E.V. Lucas
- The Lamb to the Slaughter-Roald Dahl

UNIT IV	**GRAMMAR**	**6 HOURS**

- Types of sentences, Concord

UNIT V	**GRAMMAR**	**6 HOURS**

- Tenses, Voices

TOTAL 30 HOURS

COURSE OUTCOMES:

Upon completion of this course, the students will be able to

CO 1 Identify poetic expressions in the course of daily speech

CO 2 Students will develop skills that enable them to communicate effectively in writing.

CO 3 Students will develop skills that enable them to communicate effectively in writing.

CO 4 Discriminate against different sensibilities in approaching life.

CO 5 Strengthen the ability to solve life’s problems, as highlighted in the selections.

REFERENCES:

1. Dr. M. Narayana Rao and Dr. B. G. Barki–Anu's Current English for Communication (AnuChitra). June2012.

2. General English for competitive examinations by V.Rajagopalan (Mcgraw Hill Education) -2010

24CBLS21	FINANCIAL ACCOUNTING	L	T	P	O	C
		4	0	0	2	4

COURSE OBJECTIVES:

- To provide an understanding of application of various principles and practice of accounting.
- To demonstrate the knowledge on the process of accounting cycle and basic steps involved in accounting.
- To apply the knowledge of systematic maintenance of books of accounts to real life business.
- To estimate Annual Financial statements of Sole proprietorship and Company form of business.

UNIT I	INTRODUCTION TO ACCOUNTING, ACCOUNTING SYSTEM AND PROCESS	12 HOURS

Meaning, Need for accounting and accounting information system, Stakeholder using accounting information, Qualitative aspects of financial accounting, Accounting standards in India and International (outline), Branches of Accounting, Types of Business Organisations, Accounting taxonomy, Accounting concepts and conventions, Accounting concept of income and expenditure, Classification of capital and revenue- expenditure and income, accounting equation of assets equals capital and liabilities, accounting process, contingent assets and liabilities, Fictitious assets.

UNIT II	RECORDING TRANSACTIONS AND TRIAL BALANCE	12 HOURS

Transactions -nature, Entry in Journal, Purchases, sales, Returns, Receivables, and payables, Inventory, Depreciation and amortizations, reserves, Intangible assets accounting, GST transactions, Entry in Ledger, Accounting accuracy through Trial balance, correction of errors.

UNIT III	FINAL ACCOUNTS	12 HOURS

Preparation of Trading and Profit and Loss account, cash books, and Balance Sheet of sole trading concerns, importance of disclosures in final accounts.

UNIT IV	SINGLE ENTRY	12 HOURS

Definition and objectives of single entry accounting- Comparison with double-entry accounting- Calculating profit and loss from single entry records- Assessing financial position using single entry data- Preparation of income statement.

UNIT V	SUSTAINABLE REPORTING	12 HOURS

Green Accounting and Sustainable Reporting- Need and objectives, Sustainability reporting need and methods, data collection, analysis for sustainable reporting to improve value of business, IFRS Financial sustainability disclosure standards.

TOTAL 60 HOURS

COURSE OUTCOMES:

Upon completion of this course, the students will be able to

CO 1	Identify the application of various principles and practice of accounting in preparation of accounting statements.
CO 2	Demonstrate the knowledge on the process of accounting cycle.
CO 3	Apply the knowledge of systematic maintenance of books of accounts to real life business.
CO 4	Estimate Annual Financial statements of Sole proprietorship and Company form of business.
CO 5	To demonstrate sustainable reporting.

REFERENCES:

Text Books (Latest Editions):

1. Jain S.P., & Narang K L. Basic Financial Accounting I, New Delhi, Kalyani publishers.
2. Kimmel, Financial accounting, Wiley Publications
3. Gupta, A. Financial Accounting for Management: An Analytical Perspective, Noida, Pearson Education.
4. S.N. Maheshwari, and. S. K. Maheshwari. Financial Accounting. Vikas Publishing House, New Delhi.
5. Ashish k Battacharya, Essentials of financial accounting for Business Managers, Six, PHL learning.
6. Accounting for sustainability: www.ifac.org
7. Peter Bartelmus, E K Seifert, Green Accounting, London, Routledge Publications
8. IFRS sustainability standards: www.ifrs.org

Suggested Cases

1. Smokey Valley Café
2. Irrigation Equipment's Limited
3. Monarch Trading Company

KNOWLEDGE IS POWER

24CBLS22	INTRODUCTION TO SHIPPING	L	T	P	O	C
		4	0	0	2	4

COURSE OBJECTIVES:

- Understanding ships and the dynamics of shipping markets.
- Exploring the geography of the maritime and commercial world.
- Examining the legal aspects of the shipping business.
- Learning about commerce, including finance, basic accounting, and corporate structures.

UNIT I	INTRODUCTION TO SHIPPING	12 HOURS

The reasons for Sea Transport – Introduction – Why Ships – Different Shipping markets – Who Trades - Conclusion. The Supply of Ships – Brief History – Supply of Shipping – Why operate Ships –Protectionism – Ship Registration – Port State Control – Ship Classification.

UNIT II	CHARTING MARKETS	12 HOURS

The Ship – Tonnage & Load lines – Types of Ships The Dry Cargo Chartering market – Introduction –

Chartering – Chartering Negotiations.

UNIT III	HISTORY OF LINER	12 HOURS

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

UNIT IV	INTRODUCTION TO SEA AND PORT	12 HOURS

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

UNIT V	CAPITAL MANAGEMENT	12 HOURS

Accounts – Introduction – Accounting – Capital – Credit- management accounting – Cash Flow- Costs – Different types if Companies- Exchange Rates- Company accounts Law of Carriage – Introduction – Fundamentals of English Law – Arbitration – The Contract – Remedies for breach of Contract –

TORT- Contracts Relating to the carriage of goods by sea – Liner Bill of Lading – the Hague Visby

Rules – Hamburg rules – Agency- Breach of Warranty of Authority – Protection & Indemnity Associations.

TOTAL 60 HOURS

COURSE OUTCOMES:

Upon completion of this course, the students will be able to

CO 1 To get knowledge in Shipping Markets and its legal aspects.

CO 2 Learners of this course know about the basic shipping operations

CO 3 Learners will be benefitted with the various shipping accounting concepts which enables them to fetch global placements.

CO 4 Understand the maritime supply chain that underpins shipping activities and operations

CO 5 To gain a familiarity and understanding of marine insurance.

REFERENCES:

Text Books:

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

2. Shipping Biography Introduction: Jacob Kamm, Sean Connaughton, Gustaf Erikson, RobertMoran, Sir George Renwick, 1st Baronet, Llc Book, 2 nd Edition,1994.

Reference Book:

1. Lambert M Surhone, MiriamT. Timpledon, Susan F. Marseken (2010) VdmVerlagDr.Mueller Ag & Co Ka, 3 rd Edition,2010

2. Alan Marsh,FICS,Introduction to shipping, Institute of charted ship brokers,1 st Edition,2006.

Website

1. https://link.springer.com/chapter/10.1057/9780230235809_2

2. https://static1.squarespace.com/static/5347d859e4b0cbe1acbfebca/t/5460a523e4b093c10ce3d6 1a/1415619875974/EST+Ch+7+Present.pdf

Weblink:

1. https://www.slideshare.net/studsplanet/shipping-industry-27107082

2. https://www.slideshare.net/RAGHUNANDANRAMACHAND/introduction-on-container- shipping-and-liner-industry

24CBLS23	MARITIME ECONOMICS	L	T	P	O	C
		4	0	0	2	4

COURSE OBJECTIVES:

- To impart concepts & functions related to Business Economics
- To understand the Business decision-making, cost aspects
- To gain knowledge about the role of Economics in the shipping industry
- To understand and apply demand & supply patterns and the impact on Global Maritime Trade
- To interpret the economic forces in Maritime Industry.

UNIT I	BASIC CONCEPTS OF ECONOMICS	12 HOURS

Managerial Economics and business decision making, Role of Managerial Economics, Fundamental concepts of Managerial Economics; Demand Analysis: Meaning, determinants and types of demand, Elasticity of demand; Supply Analysis- Demand and supply for sea transport, the world merchant fleet, the four shipping markets: freight market, sale & purchase market, new building market, demolition market. Case Study Discussion.

UNIT II	DEMAND & SUPPLY FOR SHIPPING	12 HOURS

Balance of Trade and Balance of Payments, Disequilibrium in BOP, Adjustments for equilibrium in BOP, Exchange Rate Theories, Determinants of Exchange Rate, Fixed Rate vs. Floating Rate systems, Trade Barriers and Trade Blocks.

UNIT III	DEMAND & SUPPLY FOR SHIPPING	12 HOURS

Derived demand, Demand measurement, Effect of Substitution, Freight Rate mechanisms, Productivity and supply trends, surplus tonnage, active fleet, and short-run supply. Measuring elasticity of demand & supply, Determination of equilibrium pricing in various segments.

UNIT IV	MARKET STRUCTURE	12 HOURS

Market Characteristics, Pricing and output decisions, methods of pricing, differential pricing, Government intervention and pricing. Cost concepts, Cost functions, Cost-Output relationship, Economies and diseconomies of scale. Case Study Discussion.

UNIT V	SHIPPING ECONOMICS	12 HOURS

Global pattern of maritime trade, Economics of bulk shipping, Economics of liner shipping, Economics of ships and ship designs, Economics of shipbuilding and scrapping. Impact of the Shipping Industry on the GDP of India.

TOTAL 60 HOURS

COURSE OUTCOMES:

Upon completion of this course, the students will be able to

CO1: Explain the basic concepts of managerial economics

CO2: Assess the different types of market structure

CO3: Identify the economic role of the shipping industry

CO4: Examine the demand and supply for shipping services

CO5: Explain the concepts of shipping economics

CO6: Apply the economic concepts in the shipping industry

REFERENCES:

TEXTBOOKS:

1. Varshney. R.L. and Maheshwari. K.L., Managerial Economics, Publisher: Prentice Hall of India, 2017
2. Martin Stopford, Maritime Economics, Publisher: Routledge, 2019
3. Joel Dean, Managerial Economics, Publisher: Prentice Hall of India, 2020

REFERENCE BOOK:

1. Review of Maritime Transport, United Nations Conference on Trade and Development, 2023

WEBLINKS:

1. https://www.maritimeeconomics.com/overview/
2. https://link.springer.com/journal/13437

SEMESTER III

24LTAM31	தமிழ்மொழிப்பாடம்-3	L	T	P	O	C
		2	0	0	1	2

பாடத்திட்ட நோக்கம்:

மாணவர்களின் இலக்கிய நாட்டத்தை மேம்படுத்துதல், பக்தி இலக்கியத்தை மாணவர்களுக்கு அறிமுகப்படுத்தி, அதன்வழி தமிழர்தம் பக்தி உணர்வையும் அதன் மேன்மையையும், கலைத்திறனையும் வெளிப்படுத்துதல், காப்பியம், புதினம் என்ற இலக்கிய வகைமைகளை அறிமுகப்படுத்துதல், மாணவர்களின் மொழித்திறனை மேம்படுத்தும் வகையில் மொழிபெயர்ப்பு, இலக்கணக் குறிப்பு என்பனவற்றை அறியச் செய்தல், மேற்கண்டவழி மாணவர்களைப் போட்டித்தேர்வுகளுக்குத் தயார் செய்தல் இந்தப் பாடத்திட்டத்தின் முக்கிய நோக்கமாகும்.

அலகு 1:	சிற்றிலக்கியம்	8 மணி நேரம்

1. நந்திக்கலம்பகம் - உரைவரம் பிகந்த உயர்புகழ்ப்
   வானுறுமதியை அடைந்தது உன்வதனம்
2. தமிழ்விடு தூது – 10 கண்ணிகள்
3. திருக்குற்றாலக் குறவஞ்சி – மலைவளம் கூறுதல் – முதல் 5 பாடல்கள்
4. கலிங்கத்துப் பரணி – பாலை பாடியது – முதல் 5 பாடல்கள்

அலகு 2:	சிறுகதை	7 மணி நேரம்

1. அறிஞர் அண்ணா - செவ்வாழை
2. புதுமைப்பித்தன் - கடவுளும் கந்தசாமிப் பிள்ளையும்
3. கி.ராஜநாராயணன் - கதவு

அலகு 3	எழுதுதிறன்	7மணி நேரம்

கலைச்சொல்லாக்கம் - தேவைகள் - கலைச்சொற்களின் பண்புகள் - கலைச்சொல்லாக்கத்தில் தவிர்க்க வேண்டியவை - அறிவியல் கலைச்சொற்கள்.

கடிதம் - வகைகள் - அலுவலகக் கடிதங்கள் - பயிற்சி - அறிஞர்களின் கடிதங்கள் - கடிதங்களின் வழி கற்பித்தல் - சில அறிஞர்களின் கடிதங்கள் - நேரு...,

அலகு 4	பேச்சுக் கலை	8 மணி நேரம்

பேச்சுத் திறன் – விளக்கம் – பேச்சுத்திறனின் அடிப்படைகள் – வகைகள் – மேடைப்பேச்சு – உடையாடல் – பயிற்சிகள்

மொத்தம்: 30 மணி நேரம்

COURSE OUTCOMES:

Students will able to

CO1 Utilizing fundemendal tami grammer in their practical life.

CO2 Improve their oratorical skill after studying of concept of oratory.

CO3 Develop their own style of Terminology afer studying the Nomenclature.

CO4 Translate english passage to Tamil.

CO5 Apply their knowledge into journals, articles writings.

TEXT BOOKS (LATEST EDITION):

பார்வை நூல்கள்

1. **தமிழர் நாகரிகமும் பண்பாடும்,** டாக்டர் அ. தட்சிணாமூர்த்தி, ஐந்திணைப் பதிப்பகம், 2001.
2. **தவறின்றித் தமிழ் எழுதுவோம்**, மா. நன்னன், ஏகம் பதிப்பகம், 1999.
3. **தவறின்றித் தமிழ் எழுத** - மருதூர் அரங்கராசன், ஐந்திணைப் பதிப்பகம், 2003.
4. **தமிழ் இலக்கிய வரலாறு**, வரதராசன், மு., புது தில்லி : சாகித்திய அக்காதெமி, 2002.
5. **புதிய தமிழ் இலக்கிய வரலாறு**, நீல. பத்மநாபன், சிற்பி பாலசுப்ரமணியம், சாகித்திய அகாடெமி, 2007.
6. **செம்மொழி தமிழின் சிறப்பியல்புகள்** - முனைவர் மறைமலை இலக்குவனார்; https://www.youtube.com/watch?v=HHZnmJb4jSY
7. **பாடநூல் தேடலுக்கான இணையம் -** https://archive.org/

24LHIN31	HINDI -III	L	T	P	O	C
		2	0	0	1	2

Course Objectives :

- To enrich the knowledge of students about through Thirukkural
- To enable them to learn life values through ancient and medievial poems of Hindi Literature
- To develop translation and advertisements skills in Hindi

UNIT I : ततरुवल्लुवि क त ततरुक्कु िल – 5, अमीि खसिो क त पहेतलयाँ - 5
'Thirukkural'- 5 Kural-by Thiruvalluvar & Amir Khusro-5 Paheliyan — 6hrs.

UNIT II: कबीि के दोहे – 5
Kabir Ke Dohe -5 — 6hrs.

UNIT III: तुलसीदास के पद – 2 & सूिदास के पद – 2
Tulsidas Ke Pad-2 & SurdasKe Pad-2 — 6hrs.

UNIT IV: व्यावहारिक हहन्दी 1 – अनुवाद का परिचय (अि परिभाि व प्रकाि) & 5 - अभ्यास अनुच्छेद
Functional Hindi 1 - Introduction to Translation (Meaning, Definition &Types) & Exercise passages – 5 — 6hrs.

UNIT V: व्यावहारिक हहन्दी 2 - ववज्ञापन का परिचय (अि परिभाि व प्रकाि) & 4 – नमूना ववज्ञापन
Advertisement –Introduction (Meaning, Definition & Types) & Model Advertisement - 4 — 6hrs.

24LFRE31	FRENCH-III	L	T	P	O	C
		2	0	0	1	2

COURSE OBJECTIVES:

The lessons are being chosen:

1) To express certainty and uncertainty
2) To express one's desire to do something
3) To express one's willingness and unwillingness to do something
4) To express one's joy and sorrow
5) To express one's fear, concern and astonishment
6) To express one's anger and regrets

UNIT I	**Très drôle**	**6 HOURS**
● le passe recent, passe compose et l'imparfait		
UNIT II	**Vous avez dit culture**	**5 HOURS**
● l'interrogation et le subjonctif		
UNIT III	**Envie d'ailleurs**	**4 HOURS**
● les verbes aller/ retourner, venir/ revenir, ne...pas...ni, ne…ni…ni.		
UNIT IV	**Voila l'été**	**4 HOURS**
● le comparatif, superlatif et l'accord du participe passe avec avoir.		
UNIT V	**Terre inconnue**	**5 HOURS**
● le plus-que parfait		
UNIT VI	**Vivement dimanche**	**6 HOURS**
● le pronom en et y, le subjonctif et les conjugaisons irrégulières.		
		TOTAL 30 HOURS

COURSE OUTCOMES:

1) The students would be able to express certainty and uncertainty
2) The students would be able to express one's desire to do something
3) The students would be able to express one's willingness and unwillingness to do something
4) The students would be able to express one's joy and sorrow
5) The students would be able to express one's fear, concern and astonishment
6) The students would be able to express one's anger and regrets

REFRENCES:

1. LATITUDES 1 (A1/A2) MÉTHODE DE FRANÇAIS - Régine Mérieux and Yves Loiseau
2. SAISON A1 - MÉTHODE DE FRANÇAIS - Marie-Noëlle Cocton, Élodie Heu, Catherine Houssa, Émilie Kasazian

24LENG31	ENGLISH III	L	T	P	O	C
		2	0	0	1	2

COURSE OBJECTIVES:

CO1: To enhance reading comprehension skills for understanding complex texts in competitive exams.
CO2: To develop vocabulary and language proficiency to tackle verbal reasoning sections effectively.
CO3: To improve grammar and writing skills for precise and coherent expression in written exams.
CO4: To practice critical thinking and analytical reasoning abilities required for exam questions.
CO5: To familiarise students with exam formats, strategies, and time management techniques for success in competitive exams.

UNIT I	VOCABULARY	6 HOURS

Homophones, Homonyms, Note-taking, Paraphrasing

UNIT II	COMPREHENSION	6 HOURS

Reading comprehension, Critical reading, Cloze test

UNIT III	GRAMMER	6 HOURS

- Idioms and Phrases, Question tag, Verbal phrases, Prepositions

UNIT IV	GRAMMER	6 HOURS

- Voices, Direct & Indirect speech, Simple, Compound, Complex

UNIT V	ACADEMIC WRITING	6 HOURS

- Precis writing, Report writing

TOTAL 30 HOURS

COURSE OUTCOMES:

CO1:Students imbibe the rules of language unconsciously and tune in to deduce language structure and usage.

CO2:Students develop their abilities as critical readers and writers.

CO3:Students decipher the mechanism of language and use it for success in competitive examinations and job-related speaking and writing tasks.

TEXT BOOKS (LATEST EDITION):

- **General English for competitive examinations by V. Rajagopalan (McGraw Hill Education) -2010.**

REFERENCES:

- **Technical Communication – Principles and Practices By Meenakshi Raman & Sangeeta K. Sharma, Oxford Univ. Press, 2016, New Delhi.**

24CBLS31	COST AND MANAGEMENT ACCOUNTING	L	T	P	O	C
		3	1	0	2	4

COURSE OBJECTIVES:

1. To familiarize the learners with the basic concepts and processes used to determine product costs and ascertain Material, Labour and Overhead cost.
2. To enrich the knowledge of the learners in knowing and applying various tools like ratio analysis, cash flow statement, marginal costing for analysing the financial statements for managerial information
3. To provide with the basic understanding of budgetary control
4. To develop the knowledge of the learners to understand and prepare a management report.

UNIT I	INTRODUCTION TO COST AND MANAGEMENT ACCOUNTING	12 HOURS

Definitions, features, objectives, functions, scope, advantages and limitations. Relationship and differences between Cost accounting, Management accounting and Financial Accounting. Cost Concepts-Cost classification – Elements of cost - Preparation of cost sheet and quotation. Material cost- direct and indirect material cost, Inventory control techniques-stock levels, EOQ, ABC analysis. Issue of materials to production- pricing methods-FIFO, LIFO and Average methods. Labor cost: direct and indirect labour cost-methods of payment of wages including incentive plans -Halsey and Rowan plans, Tailors Piece Rate method. Overheads: features, classification, methods of allocation and apportionment of overheads, primary and secondary distributions.

UNIT II	MARGINAL COSTING AND BUDGETORY CONTROL	12 HOURS

Marginal Costing-Meaning - Importance - Marginal Cost Equation - Difference between Marginal costing and Absorption costing - Break Even Analysis-Meaning and Importance - Break even chart-P/V ratio - Cost Volume Profit Analysis- Margin of Safety-Angle of Incidence- Problems in Marginal costing. Budgets - Meaning and importance - Budgetary Control-Meaning and Importance-Types of Budgets, practical problems - Flexible Budget and cash Budget.

UNIT III	FINANCIAL STATEMENT ANALYSIS	12 HOURS

Comparative Income Statements and Balance Sheets- Common Size Income Statements and Balance Sheet analysis- Trend Analysis. Ratio Analysis – Introduction, Classification & Interpretation of Ratios-Liquidity ratios, Solvency ratios, Proprietary ratios, Profitability ratios, Leverage ratios and Turnover ratios.

UNIT IV	CASH FLOW STATEMENT	12 HOURS

Introduction- Concept of Cash- Sources of cash flow Cash from operation- cash from Financing and cash from investment- Inflow and outflow of cash- Preparation of cash flow statements with adjustments.

UNIT V	MANAGEMENT REPORTING	12 HOURS

Management Reporting – Meaning and Definitions of reports- Objectives and Purpose- Reports to top level management – Reports to lower level management- Sample Reports

TOTAL 60 HOURS

COURSE OUTCOMES:

1. Interpret the relevant theories of cost and management accounting and prepare Costsheet and quotations.
2. Ascertain Material and Labor cost, allocation and apportionment of overheads.
3. Interpret the financial statements for managerial decision making
4. To prepare and interpret cash flow statement
5. To understand the preparation ofmanagement reports

TEXT BOOKS (LATEST EDITION):

- Arora, M. N. Cost and Management Accounting, New Delhi: Himalaya PublishingHouse.
- Jain, S.P., & Narang, K.L. Cost Accounting. Principles and Practice, New Delhi:Kalyani Publishers.

REFERENCES:

- Kishor, R.M. Cost and Management Accounting. New Delhi: Taxman AlliedServices.
- Pillai, R.S.N, Bagavathi, V., Cost Accounting. New Delhi: Sultan Chand.
- Arora, M.N. Management Accounting, New Delhi: Himalaya Publishing House
- Lal, J. Srivastav, Seema., Singh, Manisha. Cost Accounting: Test, Problems andCases, New Delhi: Tata McGraw Hill Education

24CBLS32	LEGAL AND ETHICAL ISSUES IN BUSINESS	L	T	P	O	C
		4	0	0	2	4

COURSE OBJECTIVES:

1. The course aims to provide students with the understanding of key legal and ethical issues in the business context of India
2. The course will help students analyze ethical dilemmas in business decisions
3. The course will help the students understand the legal and regulatory aspects of business ethics that concern the financial, competitive and charitable responsibilities of organisatons.
4. The course will help the students gain knowledge about the ways in whichorganizational and individual factors impact business ethics

UNIT I	INTRODUCTION TO BUSINESS LAW	12 HOURS

Business law – definition, scope, importance of understanding the role of law inbusiness; Elements of a contract – offer and acceptance, consideration, contractual capacity; Essentials of a valid contract; Types of contracts; Performance obligations; Types of contract breaches and remedies; Product liability and consumer protection laws; Business torts; Employment law.

UNIT II	SALES AND LEASSES	12 HOURS

Formation of Sales Contract: Contracts for Leasing Goods, Title and Risk of loss, Performance and remedies, Warranties and Product liability.

UNIT III	NEGOTIABLE INSTRUMENTS ACT	12 HOURS

Introduction to Negotiable Instruments, Negotiability, Negotiation and Holders in duecourse; Liability and discharge, Bank customer Relations/Electronic Fund Transfers

UNIT IV	INTRODUCTION TO BUSINESS ETHICS	12 HOURS

The definition and importance of business ethics, business ethics in the Indian context; Institutionalization of Business Ethics in the organization, benefits of Ethical Conduct in Business, Ethical Issues and Stakeholder Concerns; Social Responsibility and Regulatory Framework: Corporate social responsibility; Environment & business; Issues related to Business Ethics in marketing, finance & human resource functions. Ethical responsibilities of multinational corporations; Ethical dilemmas facing businesses globally including issues related to discrimination, human rights, environmental impact, and intellectual

property.

UNIT V	THE ETHICAL DECISION-MAKING PROCESS	12 HOURS

Philosophical approaches to ethical decision making; Ethics & Religious approaches; Moral & Legal aspects of ethical decision making: Ethical aspects in Bhagvat Gita; Kautaliya's Arthshastra; Swami Vivekanand on Ethics; Swami Vivekanand's message to the youth of India; Ethical Decision Making in Organizations: Individual and Organizational Factors Influencing Ethical Decisions; Karmyog, Indian philosophy of work ethics; Kautilya's Arthshastra; Introduction to Integral Humanism; Ethical Decision-Making Frameworks to Improve Decision-Making Outcomes; Corporate Governance and its Impact on Ethical Decision-Making; Whistleblowing; Conflict Resolution.

TOTAL 60 HOURS

COURSE OUTCOMES:

1. Recall major laws and regulations and ethical principles that guide businessconduct.
2. Analyze case studies to identify legal and ethical challenges within business operations.
3. To understand the usage of negotiable instruments
4. Evaluate the effectiveness of existing legal frameworks in governing businesspractices
5. Propose solutions to ethical dilemmas based on ethical theories and principlesthat align with corporate social responsibility.

TEXT BOOKS :

1. Tulsian, P. C. Business and Corporate Laws. S. Chand Publishing.
2. Fernando, A.C. Business Ethics and Corporate Governance. Pearson
3. Bayern, S. Business Law Beyond Business. J. Corp. L., 46, 521.
4. Vivekanand, S. To the Youth of India. Advaita Ashrama.

REFERENCES:

1. Ratan Tata: Ethical Leadership| By: Ashok K. Dua, Sumita Rai| Ivey Publishing| https://hbsp.harvard.edu/product/W17258-PDF-ENG
2. www.https://scroll.in/tag/competition-commission-of-India
3. Mascarenhas, A. J. O. et al. (2019). J.R.D. Tata: Orations on Business Ethics. RupaPublications India
4. Holloway, J. E. (2023). The Foundation of the Theory of Law and Business. Am. U. Bus. L.Rev., 12, 51.
5. Vivekanand, S. (2022) Karam Yoga: The Yoga of action. Sanage Publishing House LLP
6. Vivekanand, S. (2015): Lectures on Bhagavad Gita. CreateSpace Independent

PublishingPlatform

7. Laasch, O. (2022). Principles of Management. Sage Textbook

24CBLS33	HUMAN RESOURCE MANAGEMENT	L	T	P	O	C
		4	0	0	2	4

COURSE OBJECTIVES:

1. The course will enable students to understand how HR plays a functional role,needed for organizational effectiveness and management.
2. Understand the difference between functional and strategic role of HR
3. Students will analyse the need for HR planning, Innovation, use of technology, andsector specific HR needs
4. Understand the innovation in HRM and best practices

UNIT I	**THE NATURE OF HRM**	**12 HOURS**

Human Resource Management—An Introduction; Human Resource Business Partnership HRM; HRM policies, HRM in globally competitive environment; Functional HRM; strategic human resource management.

UNIT II	PLAN, ACQUIRE, DEVELOP, CAREER MANAGEMENT	**12 HOURS**

Employee life cycle approach, Human Resource Planning; Recruitment and Selection; Training and Development; Competency Management; Career Management Talent Management, Managing the GIG employees and Virtual employees and team.

UNIT III	ENGAGEMENT, PERFORMANCE, COMPENSATION MANAGEMENT, INDUSTRIALRELATIONS, COMPLIANCE, EMPLOYMENT RELATIONS	**12 HOURS**

Changing nature of Employee Engagement; Performance Management; Compensation and Benefits; Compensation for Special Groups, Industrial Relations; Workplace Laws and Regulations; Employment Relations.

UNIT IV	**TECHNOLOGY AND HR ANALYTICS**	**12 HOURS**

,
Human Resource Information and Analytics; Human Resource Management Innovations; Human Resource Management in Small and Medium Enterprises; Human Resource Management in the Service Sector.

UNIT V	**INNOVATION IN HR**	**12 HOURS**

Organization Transformation and the Human Resource Leadership; Diversity, Equity and Inclusion; Workplace Wellness, sustainability goals and HRM , Green HRM and challenges.

TOTAL 60 HOURS

COURSE OUTCOMES:

1. Explain how Functional HRM contributes in organizational management.
2. Analyze all HR Functions like recruitment selection, performance management, compensation benefit, Training and Development and Career Management/Talent Management
3. Apply HR analytics,
4. Create sustainable goals with diversity, Inclusion and wellness
5. Apply HR with innovation.

TEXT BOOKS (LATEST EDITION):

1. DeNisi, A.S. ,Griffin,R.W and Sarkar,Anita Human Resource Management,Cengage Learning
2. Sengupta Amitabha, Human Resource Management: Concepts, Practices, andNew Paradigms
3. Cascio, Wayne F., Managing Human Resources, Tata McGraw Hill, New Delhi
4. DeCenzo, David A, and Stephan P. Robbins, Fundamentals of Human ResourceManagement, Wiley India, New Delhi
5. Bhattacharyya, Dipak Kumar, Human Resource Management, Excel Books, NewDelhi

REFERENCES:

1. Innovations in People Management, Bhatnagar, J, Bajaj, Ghosh Somanth, Lakshmi Publications, New Delhi (book of cases)
2. relevant cases-*1. Prabhjot, Kaur and Bhatnagar, Jyotsna (2022) The Happy Turtle: Womanpreneur and Talent in a Circular Economy, published, Richard Ivey School Case collection, Product Number Product# W25373
3. Bohra, Rakesh and Bhatnagar, Jyotsna, (2022) One Employee Went Freelance. Now Everyone Wants the Same Deal, Harvard Business Review, March, 2022, (ABDC/A / FT 50)
4. Mukherjee A, and Bhatnagar J(2022) - Conceptualizing and theorizing green human resource management: a narrative review--International Journal of Manpower, Jul 2022;(ABDC/A)

REFLECTIVE EXERCISES AND CASES:

1. Innovations In People Management, Bhatnagar, J, Bajaj, Ghosh Somanth, Lakshmi Publications, New Delhi (book of cases)
2. Mukherjee A, and Bhatnagar J(2022) - Conceptualizing and theorizing green human resource management: a narrative review--International Journal of Manpower, Jul 2022;(ABDC/A)

SEMESTER IV

24LTAM41	தமிழ்மொழிப்பாடம்-4	L T P O C 2 0 0 1 2

பாடத்திட்ட நோக்கம்

தமிழர்தம் தொன்மைச் சிறப்பையும், பண்பாட்டுச் செழுமையையும் உலகிற்குப் பறைசாற்றும் சங்க இலக்கியங்களான எட்டுத்தொகை, பத்துப்பாட்டு நூல்களை அறியச் செய்தல், அதன்வழி பண்டைத் தமிழரின் விழுமியங்களை எடுத்துரைத்தல், இலக்கால இலக்கிய வகைமையான நாடக இலக்கியத்தை அறியச் செய்தல், ஊடகங்களில் தமிழின் பயன்பாடு, கணினியில் தமிழ்ப்பயன்பாடு என்பனவற்றை மாணவர்களுக்கு கற்றுக்கொடுத்தல், மாணவர்களை ஆளுமை மிக்கவர்களாக உருவாக்கி, போட்டித்தேர்வுகளுக்குத் தயார் செய்தல் என்பன இந்தப் பாடத்திட்டத்தின் முக்கிய நோக்கமாகும்.

அலகு 1:	மரபுக்கவிதை	8 மணி நேரம்

பாரதியார் - பாரத தேசம் என்னும் தலைப்பில் ஆறு பாடல்கள். (பாடல் எண்கள் 1, 6, 7, 9, 12, 13)

1. பாரதிதாசன் – தமிழுக்கும் அமுதென்று பேர் என்னும் தலைப்பிலான கவிதை.
2. தேசிக விநாயகம் பிள்ளை - உடல் நலம் பேணல் என்னும் தலைப்பிலான கவிதை

முடியரசன் - காவியப் பாவை – “புண்படுமா” என்னும் கவிதை

அலகு 2:	புதுக்கவிதை	8 மணி நேரம்

நா. காமராசன் - *கறுப்பு மலர்கள்* தொகுப்பில் *காகிதப்பூக்கள்* என்னும் தலைப்பிலான கவிதை.

1. அப்துல் ரகுமான் - *ஆலாபனை* தொகுப்பில் *போட்டி* என்னும் தலைப்பிலான கவிதை
2. ஆண்டாள் பிரியதர்ஷினி – *முத்தங்கள் தீர்ந்துவிட்டன* தொகுப்பில் *’இங்கே வரும் போது’* என்னும் தலைப்பிலான கவிதை

அலகு 3 :	**ஊடகத் தமிழ்**	**7** மணி நேரம்

இதழியல் - ஊடக வகைகள் - தலையங்கம்- நிகழ்ச்சியை செய்தியாக மாற்றுதல்- கருத்துப் பரிமாற்றம் நாடகம், திரைப்படம்,- வானொலி- தொலைக்காட்சி- மொழி நடையின் தன்மை -

அலகு 4	: **கணினித் தமிழ்**	**7** மணி நேரம்

கணினித் தமிழ்: கணினித் தமிழின் அடிப்படையும் பயன்பாடும் -கணிப்பொறியின் வரலாறும் வளர்ச்சியும், கணினியும் தமிழும், விசைப்பலகை (Keyboard) - எழுத்துருக்கள் (Fonts) - தமிழைத் தட்டச்சு செய்ய உதவும் மென்பொருள்கள், தமிழைத் தட்டச்சு செய்யும் முறைகள் - தமிழ்த் தட்டச்சுப் பயிற்சி - இணையமும் தமிழ்ப் பயன்பாடும் - தேடுபொறி (Search) - வலைப்பூ (Blog), மின்னூலகம் (Online e-Library), - மின்னகராதி(e-Dictionary), - மின் செய்தித்தாள் - e-Paper, - இணையவழித் தமிழ்க் கற்றலும்-கற்பித்தலும் - மின்வழிக் கற்றல் - e Learning.

மொத்தம்: 30 மணி நேரம்

COURSE OUTCOMES:

Students will able to

CO1 Re-Construct Tamil culture and civilization in the aspect of life style of ancient Tamils.

CO2 Formulated their new methods of fine arts through the sprite of ancient art of Tamils.

CO3 Find out the solutions for the problems of life throgh the philosophical ideology of Tamil religions.

CO4 Aquire the Knowledge and understanding theories of political system.

CO5 Formlate the art of life through Tamil traditional scientific approach.

பார்வை நூல்கள்

1. **தமிழர் நாகரிகமும் பண்பாடும்,** டாக்டர் அ. தட்சிணாமூர்த்தி, ஐந்திணைப் பதிப்பகம், 2001.
2. **தவறின்றித் தமிழ் எழுதுவோம்**, மா. நன்னன், ஏகம் பதிப்பகம், 1999.
3. **தவறின்றித் தமிழ் எழுத** - மருதூர் அரங்கராசன், ஐந்திணைப் பதிப்பகம், 2003.
4. **தமிழ் இலக்கிய வரலாறு**, வரதராசன், மு., புது தில்லி : சாகித்திய அக்காதெமி, 2002.

5.புதிய தமிழ் இலக்கிய வரலாறு, நீல. பத்மநாபன், சிற்பி பாலசுப்ரமணியம், சாகித்திய அகாடெமி, 2007.

6. **செம்மொழி தமிழின் சிறப்பியல்புகள்** - முனைவர் மறைமலை இலக்குவனார்; https://www.youtube.com/watch?v=HHZnmJb4jSY
7. **பாடநூல் தேடலுக்கான இணையம்** - https://archive.org/

24LTAM41	**HINDI-IV**	

L	T	P	O	C
2	0	0	1	2

Course Objectives :

- To develop interest in various style of Modern and Contemporary Hindi Poetry
- To enable them to know about the Official Language Hindi
- To enable them to converse in Hindi

UNIT I : भारतेन्दु हरिश्चंद्र की मुकरियाँ – 4
Bharatendu Harishchandra ki Mukhariyan-4. 6hrs.

UNIT II : सुमित्रानंदन पंत कृत 'भारतमाता ग्रामवासी' (कविता)
'Bharatmata Gramavasi' (Kavita) by Sumitranand Pant 6hrs.

UNIT III: ज्ञानेन्द्रपति कृत 'बीज व्यथा' (कविता)
'Beej Vyatha' (Kavita) by Gyanendrapati 6hrs.

UNIT IV: राजभाषा हिन्दी का परिचय, अनुच्छेद से प्रश्न तनमाण
Introduction to Official Language Hindi, framing questions from passages 6hrs.

UNIT V : मंच संचालन (साक्षात्कार) का परिचय
Introduction to Stage Management(Interview) 6hrs.

Total: 30hrs

Course Outcome:

At the end of this course Students will

CO1 CO2 & CO3 Familiar with the different poetic expressions of Modern & Contemporary Hindi Poetry

CO4 Know the importance of official language Hindi

CO5 Become conversant in Hindi

TextBook:

Bhartendu Harishchandra, Ed.Ramji Yadav, Bharatendu Sanchayan, Bharatiya Pustak Parishad, 2011.
Sumitranandan Pant, Gramya, Lokbharti Prakashan, 2017.
Gyanedrapati, Gyanendrapati, Prabhakar Publication, 2022.
Bhatia Kailashchandra, Rajbhasha Hindi, Vani Prakashan,2018.

Reference Book:

Mahesh Sharma, Bhashan Kala, Prabhat Prakashan, 2019.
Raghavan T.E.S. Rajbhasha Hindi Amarkosh

Weblinks:

-http://kavitakosh.org
Bharatendu Harishchandra
https://www.amarujala.com/kavya/kavya-charcha/bhartendu-harishchandra-poems-naye-jamane-ki-mukariyan?page=5
Sumitranandan Pant- http://kavitakosh.org
https://www.hindiadda.com/beej-vyatha-gyanendrapati/
Hindi Rajbhasha: https://navodaya.gov.in

24LFRE41	FRENCH-IV	L	T	P	O	C

		2	0	0	1	2

COURSE OBJECTIVES:

The lessons are being chosen:

1) To propose to do something and respond to a proposal
2) To respond to a request
3) To accuse, to blame
4) To complain, to protest
5) To express cause and consequence
6) To express opinion about facts

UNIT I	**Entreprendre**	**6 HOURS**
● Les pronoms démonstratifs, les pronoms interrogatifs		
UNIT II	**Vous avez gagne**	**5 HOURS**
● Les pronoms en et y, les formation des adverbes en-ment		
UNIT III	**Ne quittez pas**	**4 HOURS**
● La mise en relief (c'est ..... qui, c'est …….que).		
UNIT IV	**Argent trop cher**	**4 HOURS**
● l'opposition- toujours/ne…jamais.		
UNIT V	**Le pétrole fou**	**5 HOURS**
● la cause et la consequence		
UNIT VI	**Parlez-moi d'amour**	**6 HOURS**
● le conditionnel present, le gérondif.		
		TOTAL 30 HOURS

COURSE OUTCOMES:

1) The students would be able to propose to do something and respond to a proposal
2) The students would be able to respond to a request
3) The students would be able to accuse, to blame
4) The students would be able to complain, to protest
5) The students would be able to express cause and consequence
6) The students would be able to express opinion about facts

REFERENCES:

1. LATITUDES 1 (A1/A2) MÉTHODE DE FRANÇAIS - Régine Mérieux and Yves Loiseau
2. SAISON A1 - MÉTHODE DE FRANÇAIS - Marie-Noëlle Cocton, Élodie Heu, Catherine Houssa, Émilie Kasaz

24LENG41	ENGLISH IV	L	T	P	O	C
		2	0	0	1	2

COURSE OBJECTIVES:

CO1: To develop effective oral communication skills for professional contexts such as presentations and meetings.
CO2: To enhance written communication abilities, including business correspondence and reports.
CO3: To improve professional vocabulary and language usage appropriate for various fields and industries.
CO4: To practice critical thinking and problem-solving skills through case studies and discussions.
CO5: To prepare students for job interviews, networking, and career advancement through professional English proficiency

UNIT I	**TECHNICAL WRITING**	**6 HOURS**

- Spelling, Punctuation, Spot the error
- Hints development,
- Cliches, Redundancies
- Modifiers.

UNIT II	**CREATIVE WRITING**	**6 HOURS**

- Instructions and recommendations
- Interpretation of graphs, charts and pictures

UNIT III	**PROFESSIONAL WRITING**	**6 HOURS**

- Agenda
- Minutes of the meeting
- Review
- Circular

UNIT IV	**ORGANIZATION OF WRITING**	**6 HOURS**

- Paragraph Writing
- Essay writing
- Proposal Writing

UNIT V	**SPEECH WRITING**	**6 HOURS**

- Welcome address
- Vote of thanks
- Oral presentation
- E-mail and SMS text.

TOTAL 30 HOURS

COURSE OUTCOMES:

CO1: Demonstrate proficiency in language use.

CO2: Master the nuances of Spoken and Written Communication skills in professionalcontexts.

CO3: Develop confidence and clarity in Professional English usage

CO4: To write proposal

CO5: To exhibit Email Writing

TEXT BOOKS (LATEST EDITION):

1. Professional English by Meenakshi Raman and Sangeetha Sharma -2018.

REFERENCES:

1. General English for all competitive examinations by S.C. Gupta -2016.

24CBLS41	FINANCIAL MANAGEMENT	L	T	P	O	C
		4	0	0	2	4

COURSE OBJECTIVES:

1. To apply the knowledge in taking finance decisions
2. To develop analytical skills to identify financial management problems and solve them.
3. To analyse the relationship among capital structure, cost of capital, dividend decisions,and value of the business.
4. To assess a firm's requirement for long-term assets by applying capital budgetingtechniques.

UNIT I	INTRODUCTION TO FINANCIAL MANAGEMENT	12 HOURS

Meaning of finance and financial management, Types of finance, Objective and Scope of financial management– profit maximization and wealth maximization - merits and criticisms- Financial decisions, Internal relation of financial decisions, Factors influencing financial decisions, Functional areas of financial management, Functions of a finance manager, Agency Cost, Definition of ethics and the importance of ethics in Finance, Sources of Finance: Ownership securities – Equity shares, Preference shares, Deferred shares, No par stock/shares, Shares with differential rights, Sweat Equity Creditorship securities – Debentures – Zero coupon bonds, Zero interest bonds, Callable bonds, Deep discount bonds Internal financing or ploughing back of profit – short term and long term sources. Startup finance-Bootstrapping, Series Funding.

UNIT II	CAPITAL STRUCTURE & CAPITALIZATION	12 HOURS

Meaning of capitalization – Theories of capitalization – cost theory and earnings theory. Over capitalization and under capitalization (Theory) – causes – effects and remedies, Watered stock, Over trading and under trading. Meaning of capital structure and financial structure, principles of capital structure, Optimum Capital Structure, Determinants of capital structure, capital gearing-Theories of Capital structure, Effect of capital structure on EPS, EBIT-EPS Analysis, Point of indifference-Practical Problems.

UNIT III	COST OF CAPITAL, LEVERAGES AND MANAGING WORKING CAPITAL	12 HOURS
Meaning of cost of capital, significance of cost of capital, components of cost of capital –Computation of Cost of capital and Weighted Average Cost of Capital, CAPM-Practical Problems. Meaning of Leverage, Types of Leverages – operating, financial and combinedleverage, risk and leverage – practical problems.		
UNIT IV	CAPITAL BUDGETING	12 HOURS
Meaning of Capital Budgeting, Importance, Need, Time value of money-Present and Future Value (Simple Problems), Capital budgeting process, project appraisal by using traditional methods and modern methods, Practical problems on Payback Period, Net Present Value, Profitability Index, IRR and MIRR methods.		
UNIT V	DIVIDEND POLICY	12 HOURS
Dividend policy-Meaning, Kinds, Theories of dividend decisions, determinants of dividend policy decisions, Companies Act, 2013 and SEBI Guidelines on Dividend Distribution.		
		TOTAL 60 HOURS

COURSE OUTCOMES:

1. Summarize the motives behind financial decision making.
2. Interpret the relevant theories and concepts of various practices of financialmanagement and ethics in Finance.
3. Analyze the relationship among capital structure, cost of capital, dividenddecisions, and value of the business.
4. Evaluate projects for profitability.
5. To know the dividend distribution.

TEXT BOOKS (LATEST EDITION):

1. Khan, M, Y, & Jain, P, K . Financial Management. Tata Mc Graw Hill.
2. Chandra, P. Financial Management. New Delhi, India. Tata McGraw Hill Book Co.
3. Pandey,I.M. Financial Management. New Delhi, India. Vikas Publishing House.

REFERENCES:

1. Kumar, A. Financial Management, Khanna Publishing House.
2. Gupta, S, K., Sharma, R.K. & Gupta, N . Financial Management. Kalyani Publishers.
3. Khan, M, Y, & Jain, P, K . Financial Management. Tata Mc Graw Hill.
4. Brigham and Houston. Fundamentals of Financial Management, Cengage Learning.

24CBLS42	Business Environment and Public Policy	L	T	P	O	C
		4	0	0	2	4

COURSE OBJECTIVES:

The objective of this course is to give an orientation to the students with various aspects of economic, social, political and cultural environment of India. This will help them ingaining a deeper understanding of the environmental factors influencing Indian business organizations. Additionally, delving into public policies will give students a grasp of the regulatory framework and government initiatives shaping the business landscape in India.

UNIT I	FRAMEWORK OF BUSINESS ENVIRONMENT	12 HOURS

Theoretical Framework of Business Environment: Concept, Significance and Nature of Business Environment. Micro and Macro Dimensions of Business Environment, Changing Dimensions of Business Environment. Problems and Challenges of IndianBusiness Environment.

UNIT II	GLOBAL SCENARIO	12 HOURS

Global Framework: EPRG Framework, Liberalization, Privatization & Globalization concept & its impact on Indian Economy. Significance of FDI & FII, IMF & WTO, RegionalEconomic Integrations in the development of the Nations.

UNIT III	PUBLIC POLICY	12 HOURS

Public Policies: Background, Meaning and Importance of Public Policy. Significance of Industrial Policy, Fiscal Policy, Monetary Policy, Foreign Trade Policy, FERA & FEMA. Structural Adjustment Programs and Banking Sector Reforms in India.

UNIT IV	ECONOMICAL PROBLEMS	12 HOURS

Problems and Challenges of Growth of Economy: Unemployment, Poverty, Regional Imbalance. Social Injustice, Inflation, Parallel economy, Lack of technical knowledge andinformation. Remedies to solve these problems, Challenges & Opportunities of Indian Business Environment.

UNIT V	RECENT TRENDS	12 HOURS

Emerging Trends in Business: Concepts, Advantages and Limitations-Franchising, Aggregators, Business Process Outsourcing (BPO) & Knowledge Process Outsourcing (KPO); E-Commerce, Digital Economy. Technological Growth and MNC's.

TOTAL 60 HOURS

COURSE OUTCOMES:

1. Understand relationship between environment and business, different concepts & its implementation.
2. Integration of business environment principles and strategies into domestic and international business.
3. In-depth knowledge of public policies and reforms since independence.
4. To understand the problems of economy.
5. Apply the knowledge to analyse the current situations and take prudent decisions.

TEXT BOOKS (LATEST EDITION):

1. K. Aswathappa: Essentials of Business Environment, Himalaya Publishing House.
2. Francis Cherunilam: Business Environment, Himalaya Publishing House.
3. A. C. Fernando: Business Environment, Pearson.

REFERENCES:

1. Dr. S Sankaran: Business Environment, Margham Publications.
2. Dr V Murali Krishna: Business Environment, Spectrum Publications.
3. Namitha Gopal: Business Environment, McGraw Hill.

VELS
KNOWLEDGE IS POWER

SEMESTER V

24CBLS51	BUSINESS RESEARCH METHODOLOGY	

L	T	P	O	C
4	0	0	2	4

COURSE OBJECTIVES:

1. To grasp the fundamentals of research methodology and apply them in variousresearch or project works.
2. To identify and utilize appropriate research methods aligned with researchobjectives.
3. To master the techniques of data collection, editing, and analysis to prepare foradvanced studies and professional requirements.
4. To learn the intricacies of interpreting data and writing comprehensive researchreports.

UNIT I	INTRODUCTION TO RESEARCH	12 HOURS

This unit explores the definition, history, evolution, and types of scientific inquiry and research. It addresses the ethical considerations in research, the process of research, and the characteristics and components of good research work.

UNIT II	FORMULATING THE RESEARCH PROBLEM	12 HOURS

Students will learn how to identify and formulate research problems, conduct literature reviews, and develop research questions and objectives. This unit also covers the processof creating effective research designs.

UNIT III	MEASUREMENT	12 HOURS

This unit focuses on measurement and scaling, discussing different types of data, sources of measurement error, and scale construction techniques.

UNIT IV	DATA COLLECTION	12 HOURS

It covers variousdata collection methods, including questionnaires, interviews, and observations.

UNIT V	DATA ANALYSIS AND INTERPRETATION	12 HOURS
Topics include sampling methods, data preparation (editing and coding), and hypothesis testing using parametric and non-parametric tests. This unit also discusses the tools andtechniques for data visualization like charts, tables, and box plots.		
		TOTAL 60 HOURS

COURSE OUTCOMES:

1. Prepare a detailed research plan covering all essential aspects of a research project.
2. Construct and administer effective research instruments like questionnaires.
3. Execute data collection strategically to gather relevant information.
4. Apply advanced statistical techniques for data interpretation.
5. Draft comprehensive research reports tailored to specific audience needs.

TEXT BOOKS (LATEST EDITION):

1. Malhotra, N. K., Nunan, D., & Birks, D. F. , Marketing research. Pearson UK.
2. Research Methodology by Ranjit Kumar.

REFERENCES:

1. Research Methods for Business by Uma Sekaran.
2. Methodology of Research by C.R. Kothari.

24CBLS52	MARKETING MANAGEMENT	L	T	P	O	C
		4	0	0	2	4

COURSE OBJECTIVES:

- Develop understanding about marketing management concepts and frameworks, andapply these to a new or existing business.
- Develop skills to analyze and synthesize information and derive insights related to marketing management, from several perspectives
- It also explores best practices in managing marketing activities within an organization and how to measure the impact on demand and attempt to forecast and influence its future levels, magnitude and timing.

UNIT I	INTRODUCTION TO MARKETING MANAGEMENT	12 HOURS

Introduction: Nature, Scope and Importance of Marketing, Evolution of Marketing; Core marketing concepts; Company orientation - Production concept, Product concept, selling concept, Marketing concept, Holistic marketing concept; Marketing Environment: Demographic, Economic, Political, Legal, Socio cultural, Technological environment (Indian context); Market and competition analysis, Market Analysis and Creating and Delivering Customer Value. types of marketing (B2C, B2G, B2B, C2C)

UNIT II	Market Segmentation	12 HOURS

Segmentation, Targeting and Positioning: Concept; Levels of Market Segmentation, Basis for Segmenting Consumer Markets; Consumer Behavior, The Rise of Consumer Democracy, Stimulus Response Model of Consumer Behavior, Buyer's Cultural, Social, Personal, and Psychological Characteristics particularly in Indian context, Consumer Buying Decision Process, Business Customer's Buying Decision Process, and Traditional vs Experiential Marketing's View of Customer

UNIT III	Product Life Cycle	12 HOURS

Product decisions: Concept of Product Life Cycle (PLC), PLC marketing strategies, ProductClassification, Product Line Decision, Product Mix Decision, Branding Decisions, Packaging &

Labelling. Portfolio approach – Boston Consulting Group (BCG) matrix. Introduction to Brand Management and Innovation and New Product Development. Pricing Decisions: Determinants of Price, Pricing Methods (Non-mathematical treatment), and Adapting Price

UNIT IV	PROMOTION	12 HOURS

Promotion Decisions: Factors determining promotion mix, Promotional Tools – Fundamentals ofadvertisement, Sales Promotion, Public Relations & Publicity and Personal Selling. Marketing Channel Decision: Channel functions, Channel Levels, Types of Intermediaries: Wholesalers and Retailers, Introduction to Retail Management.

UNIT V	CONTEMPORARY ISSUES IN MARKETING	12 HOURS

Marketing of Services: unique characteristics of services, marketing strategies for service firms – 7Ps. Contemporary issues in Marketing, E-commerce, Digital Marketing, Ethics and social responsibility in

Marketing, Integrated Marketing, Online Payments, Rural Marketing, Social Marketing, Green Marketing (Introductory aspects only).

TOTAL 60 HOURS

COURSE OUTCOMES:

CO-1: To develop the concepts of marketing in a critical way and focuses on the application of the marketing conceptual frameworks.
CO-2: To describe key marketing theories and techniques for analyzing a variety of marketing situations.
CO-3: To identify and demonstrate the dynamic nature of the environment in which marketing decisions are taken and appreciate the implications for marketing strategy determination and implementation.
CO-4: To demonstrate the ability to carry out a research project that explores marketing planning and strategies for a specific marketing situation.
CO-5: To acquire broad-based knowledge and skills necessary to fulfill their professional goals.

TEXT BOOKS:

1. Kurtz and Boone – Principles of Marketing (Thomson India 3rd Edition, 2007)
2. Kotler Philip, Keller Kevin Lane, Koshy Abraham and Jha Mithileshwar – Marketing Management: A South Asian Perspective (Pearson Education 12th Edition),2006
3. Ramaswamy V.S. and Namakumari S - Marketing Management: Planning, Implementation and Control (Macmillian, 3rd Edition),2002
4. Ramaswamy, V.S. & Namakumari, S. Marketing Management: Indian Context GlobalPerspective (6th edition). Sage Publications India Pvt. Ltd.
5. Sheth, J. N., & Sisodia, R. S. (Eds). Does Marketing Need Reform?: Fresh Perspectives on theFuture. Routledge.
6. Percy, L. Strategic Integrated Marketing Communications. Routledge.
7. Chaffey, D., & Ellis-Chadwick, F. Digital Marketing (7th edition). Pearson Higher Education.
8. Biswas A. K. Strategic Market Management: Managing Markets for profit and growth NotionPress.
9. Schmitt, B. Experiential marketing. Bilbao: Deusto.
10. Kumar, N. Marketing as Strategy: Understanding the CEO's Agenda for driving

Growth andInnovation. Harvard Business Review Press.
11. Treacy, M., and Wiersema, F. The discipline of market leaders: Choose your customers,narrow your focus, and dominate your market. Basic Books.
12. Treacy, M. Double-digit Growth: How Great Companies Achieve It--No Matter what?Penguin. 14. Capon, N. The marketing mavens. Crown Business. 15. Levitt T. Marketing Myopia.

REFERENCE BOOKS:

1. Kotler, P. and; Keller, K. L.: Marketing Management,Pearson.,4 st Edition2014

2. Kotler, P., Armstrong, G., Agnihotri, P. Y., and; Ul Haq, E.: Principles of Marketing: A South Asian Perspective, Pearson., 3 rd Edition 2013

3. Ramaswamy, V.S. and; Namakumari, S.: Marketing Management: Global Perspective-Indian Context, Macmillan Publishers India Limited.,5 th edition.,2013

WEBSITES

1.https://ebooks.lpude.in/commerce/mcom/term_2/DCOM405_DMGT408_MARKETING_MANAGEMENT_DMGT203_ESSENTIALS_OF_MARKETING.pdf
2. https://baou.edu.in/assets/pdf/PGDBA_202_slm.pdf

24CBLS53	MULTI MODAL TRANSPORTATION	L	T	P	O	C
		4	0	0	2	4

COURSE OBJECTIVES:

This course provides a comprehensive understanding of multi-modal and intermodal transport concepts, elucidating the regulatory framework and policies governing this mode of transportation. It delves into Indian Railways' initiatives aimed at promoting multi-modal logistics within the country, while also offering an overview of the evolution of infrastructure supporting multi-modal logistics in India.

UNIT I	Transportation Systems & Multi modal transport	12 HOURS

Concept of Multi modal & Intermodal Transport – introduction to Multi modal transport, the difference between Multi modal and Intermodal transport-Type of transport Modes – detail and characteristics of air, road, rail, water, pipelines, package carriers-Need, Aim and Key Issues of Multi modal transport.

UNIT II	Organising Multi modal transport	12 HOURS

Role of Containerisation in MMT- history, utility, types, ease of handling, cost saving-Types of Multi modal transport – combined container transport, rolling Road & forwarding of trailers, RORO & LASH transportation-National Multi modal Transport Committee (NMTC) and Logistics Policy of India – key features and importance.

UNIT III	Multi modal Transportation Act & Procedures	12 HOURS

MMTG Act of 1993-Custom procedures for Export & Import - Bill Of Lading – Hague Rules, Visby Rules, Hamburg Rules, Voyage by Sea-INCOTERMS – meaning, explanation, list, and types.

UNIT IV	Multi modal transport and Indian Railways	12 HOURS

PFT Policy – maintenance of rolling stock, cargo handling, customs, etc-Warehousing Policy – stuffing, de-stuffing, stacking, use of MHE, etc-Layout and design of Multi modal Logistics parks.

UNIT V	Multi modal transport & Practice Today	12 HOURS

conflict between Trade & transport – issues, policy, problems & pricing-Integrated Transport – Bharatmala, Sagarmala, IWT, DFC, the concept of ICP (International Check Posts-Scenario in India and neighbouring countries with a case study.

TOTAL 60 HOURS

COURSE OUTCOMES:

CO 1 Understand multi-modal and intermodal transport.
CO 2 Analyze containerization in multi-modal transport.
CO 3 Evaluate the Multi-modal Transportation Act of 1993.
CO 4 Analyze the relationship between multi-modal transport and Indian Railways.
CO 5 Evaluate contemporary issues in multi-modal transport.

REFERENCES:

TEXT BOOKS:

1. Management of Modern City Transportation System, M Mustafa K KDewan, Deep & Deep Publications Pvt. Ltd., 1-st Edition, 2004.
2. Edward frazelle "Transportation and distribution management McGraw-Hill Education, 3rd Edition,2004.

REFERENCE BOOKS:

1. Transportation Management – Imperatives and Best Practices, S. Jaya Krishna, ICFAI University Press, 4 th Edition,2007.
2. Marine Transportation Management, Henry S. Marcus, Auburn House Pub. Co.,5 th Edition, 1986.
3. Management of Transportation, Bardi Edward J., Cengage Learning (Thompson), 6th Edition 2006 [International Edition]

Websites:

1. https://www.netsuite.com/portal/resource/articles/erp/distribution-management.shtml
2. https://www.tecsys.com/blog/2016/06/role-of-the-distributor-in-a-demand-driven.

Website link:

1. https://slideplayer.com/slide/6358480/
2. https://www.slideserve.com/tovah/distribution-and-supply-chain-management

SEMESTER VI

24CBLS61	SHIPPING FINANCE & MARINE INSURANCE	L	T	P	O	C
		4	0	0	2	4

COURSE OBJECTIVES:

- Equip students with foundational knowledge of shipping finance and marine insurance, including industry practices and legal frameworks.
- Develop the ability to evaluate financing options, investment strategies, and risk management in shipping ventures.
- Learn to assess and apply marine insurance policies to effectively mitigate risks in global maritime operations.

UNIT I	INVESTMENT APPRAISAL CONCEPTS	12 HOURS

Project cost (cost & revenue) - The time value of money – net present value & internal rate of return methods of calculation – Return on capital employed. Methods of accounting for depreciation and asset replacement. Financing of Shipping Business: Equity and debt financing – The basic secured loan & how it differs when the asset is a ship – The ship mortgage – Financing of new building ships – Appraising risk on shipping investment.

UNIT II	SHIP REGISTRATION, TAX ISSUES & DEPRECIATION POLICIES	12 HOURS

Swaps and Options in Ship financing – Sale & lease back – Derivatives in shipping finance – Analysis of the share price movements of a public limited company. Sales and purchase of secondhand ships: Financing of secondhand ships – Analysis of standard Ship Sale & Purchase contracts – Role of ship sale brokers – Demolition market dynamics.

UNIT III	CLASSES OF RISK COVERED BY MARINE INSURANCE	12 HOURS

Hull & Machinery - Disbursements and increased value of hull – Shipowners' third-party liability (including collision liability, contact damage to the property, death and personal injury, pollution liability) - Excess liabilities in hull insurance - Protection and Indemnity - Mortgagees indemnity - Employee liability - Freight at risk and Freight for Hire - Cargo insurance - Cargo liability - War and Strikes risks – hulls - War risks – cargo - Strikes risks - cargo.

UNIT IV	GENERAL PRINCIPLES OF MARINE INSURANCE	12 HOURS

Marine insurance market structure – Effecting marine insurance cover – Types of marine insurance covers – Institute clauses – war & strike clauses – Marine insurance claim process – Marine Insurance claim during General average situations.

UNIT V	PRINCIPLES OF PROTECTION & INDEMNITY (P&I) INSURANCE	12 HOURS

Types of P&I covers available & their modes of operation – Third-party liability claims processing – Insurance cover for Pollution claims – Insurance cover for professional indemnity.

TOTAL 60 HOURS

COURSE OUTCOMES:

CO1: Identify the capital investment decisions in the shipping business

CO2: Examine the funding options for new buildings and second-hand ships.

CO3: Explain of the derivatives in shipping finance.

CO4: Appraise the significance of P&I claims.

CO5: Apply the concepts of risk management in shipping finance.

REFERENCES:

TEXTBOOKS

1. Shipping Finance, Graham Burns and Stephenson Harwood, Publisher: Euromoney Books

REFERENCES

1. Ship Finance: Credit expansion and the Boom-Bust Cycle, Peter Stokes, Publisher: Lloyd's of London Press

2. Ship Sale and Purchase, Lain Goldrein QC and Paul Turner, Publisher: Lloyd's of London Press.

3. Marine Insurance: Law and Practice - Francis D Rose., Publisher: Lloyd's of London Press

WEBLINK:

1. https://www.youtube.com/watch?v=XGS2Ph1AjU0
2. https://www.youtube.com/watch?v=Ci9TGffi6Ew
3. https://www.youtube.com/watch?v=I_9wt3JboYY
4. https://www.youtube.com/watch?v=SoxdxIIoRg4
5. https://www.youtube.com/watch?v=JLjFxOJZ9T8

24CBLS62	PROJECT MANAGEMENT		L	T	P	O	C	
			4	0	0	2	4	

COURSE OBJECTIVES:

1. To provide a comprehensive understanding of the project management lifecyclefrom inception to closure.
2. To enhance skills in using project management tools such as Microsoft Project formanaging complex projects.
3. To explore effective stakeholder management and communication strategies criticalfor project success.
4. To analyze risk management strategies and their application to ensure projectsuccess under varying circumstances.

UNIT I	Fundamentals of Project Management	12 HOURS

This unit covers the core concepts of project management, including the project life cycle, the role of the project manager, and the organizational context of projects. Students will learn about the stages of a project from initiation to closure and the key responsibilitiesof a project manager in driving project success.

UNIT II	PROJECT PLANNING AND TOOLS	12 HOURS

Focusing on the planning phase of project management, this unit explores setting project scope and objectives, developing a Work Breakdown Structure (WBS), and managing time through scheduling techniques such as Gantt charts and PERT/CPM. Practical application includes using Microsoft Project to create and manage schedules, emphasizing the integration of project management tools to streamline project planning.

UNIT III	EXECUTING AND MONITORING PROJECTS	12 HOURS

This unit delves into resource allocation, budgeting, and quality control within project execution. Students will also learn about risk management processes includingidentification, analysis, and response strategies. Practical exercises will include resourcemanagement and performance tracking using Microsoft Project, highlighting effective control measures to ensure project alignment with planned objectives.

UNIT IV	CONCLUDING PROJECTS	12 HOURS

This unit discusses the closing phase of projects, including performance measurement, stakeholder communication, and post-project evaluation.

UNIT V	AGILE METHODOLOGIES	12 HOURS

To introduces Agile project management principles and the Scrum framework, comparing Agile with traditional project management methods to provide students with a broader understanding of managing projects in dynamic environments.

TOTAL 60 HOURS

COURSE OUTCOMES:

1. Understand and apply the key principles of project management to various project environments.
2. Gain proficiency in using Microsoft Project for project planning, execution, monitoring, and closing.
3. Develop skills in stakeholder management and communication strategies essential for project success.
4. Explore and apply risk management techniques to mitigate potential project issues.
5. To explore the agile project management techniques.

TEXT BOOKS (LATEST EDITION):

1. *Information Technology Project Management*, by Kathy Sch walbe, CengageLearning.
2. *Project Management: A Managerial Approach*, by Jack R. Meredith and Samuel J.Mantel Jr., Wiley.

REFERENCES:

Orieno, O. H., Ndubuisi, N. L., Eyo-Udo, N. L., Ilojianya, V. I., & Biu, P. W. (2024). Sustainability in project management: A comprehensive review. World Journal of Advanced Research and Reviews, 21(1), 656-677.

SEMESTER VII

24CBLS71	ENTREPRENEURIAL LEADERSHIP	L	T	P	O	C
		4	0	0	2	4

COURSE OBJECTIVES:

This course is designed to equip students with the knowledge and skills required to become effective entrepreneurial leaders. It emphasizes the unique characteristics and challenges of entrepreneurial leadership and provides practical insights into how to leadand manage startups and innovative ventures. The course covers key areas such as leadership theory, entrepreneurial mindset, strategic decision-making, and the development of a sustainable business model.

UNIT I	FOUNDATIONS OF ENTREPRENEURIAL LEADERSHIP	12 HOURS

1. Introduction to Leadership and Entrepreneurship
2. Definitions and Concepts of Leadership
3. Social, Managerial and Entrepreneurial Leadership
4. Theories and Models of Leadership
5. Trait Theory, Behavioral Theories, Contingency Theories, Transformational and Transactional Leadership.

UNIT II	LEADING WITH THE ENTREPRENEURIAL MINDSET	12 HOURS

1. Creativity and Innovation in Entrepreneurship
2. Techniques for Fostering Creativity.
3. Overview of Innovation Management and role of Founders
4. Building Culture of innovation and entrepreneurial mindset
5. Leading through Innovation: Venture strategies and role of the leader. Process andResources
6. The virtual work and organization; Leadership and the future of work in the ventureleadership context.

UNIT III	LEADERSHIP CHALLENGES AND STRATEGIES IN ENTREPRENEURIAL CONTEXT	12 HOURS

1. Leadership Challenges in Entrepreneurial Venture Development
2. Case Studies of Prominent Entrepreneurial Leaders
3. Analysis of elements of leadership desirable in different stages

of venture creationand development

4. Designing organsational structure and managing people performance
5. Building teams; Managing Growth, Change, Conflicts and Transition.

UNIT IV	ETHICAL ENTREPRENEURSHIP	12 HOURS

1. Ethics And Social Responsibility In Entrepreneurship
2. Ethical Decision-Making Frameworks
3. Building the Right Culture and Values: Role of leader
4. Corporate Social Responsibility (CSR)

UNIT V	SUSTAINABLE ENTREPRENEURSHIP	12 HOURS

1. Sustainable Business Practices and managing change
2. Leadership and shaping Sustainability In Business Models.

TOTAL 60 HOURS

COURSE OUTCOMES:

1. Understand and apply leadership theories and principles in an entrepreneurialcontext.
2. Develop further the entrepreneurial mindset and to recognize opportunities forinnovation and value creation.
3. Formulate entrepreneurial vision and engage, motivate and lead stakeholders for implementing effective strategies for leading and managing entrepreneurial ventures.
4. Analyze and inculcate the ethical and social responsibilities of entrepreneurial leaders.
5. To analyze the sustainable business practices.

TEXT BOOKS (LATEST EDITION):

1. Robbins, S. P., & Judge, T. A. Essentials of organizational behavior. Pearson.
2. Northouse, P. G. Leadership: Theory and practice. Sage publications.
3. Christensen, C. M., Raynor, M. E., Dyer, J., & Gregersen, H. Disruptive Innovation: The Christensen Collection (The Innovator's Dilemma, The Innovator's Solution, The Innovator's DNA)

REFERENCES:

1. Christensen, C. M., " How Will You Measure Your Life?", Harvard Business Review
2. Ries, E. The lean startup: How today's entrepreneurs use continuous innovation to create radically successful businesses. Crown Currency.

3. Vugt, M. van, & Ronay, R. The evolutionary psychology of leadership: Theory, review, and roadmap. Organizational Psychology Review, 4(1), 74-95.

4. Alexander Fries, Nadine Kammerlander, Max Leitterstorf, “Leadership Styles and Leadership Behaviors in Family Firms: A Systematic Literature Review,” Journal of Family Business Strategy, Volume 12, Issue 1, 100374.

ABILITY ENHANCEMENT COURSE (AEC)

24EVS041	ENVIRONMENTAL STUDIES AND SUSTAINABILITY	L T P O C 3 0 0 2 3

COURSE OBJECTIVES:

1. This course aims to familiarize students with basic environmental concepts, their relevance to business operations, and forthcoming sustainability challenges.
2. This course will equip students to make decisions that consider environmental consequences.
3. This course will enable future business graduates to become environmentally sensitive and responsible managers.

UNIT I	UNDERSTANDING ENVIRONMENT, NATURAL RESOURCES, AND SUSTAINABILITY	9 HOURS

Fundamental environmental concepts and their relevance to business operations; Components and segments of the environment, the man-environment relationship, and historical environmental movements. Concept of sustainability; Classification of natural resources, issues related to their overutilization, and strategies for their conservation. Sustainable practices in managing resources, including deforestation, water conservation, energy security, and food security issues. The conservation and equitable use of resources, considering both intergenerational and intergenerational equity, and the importance of public awareness and education.

UNIT II	ECOSYSTEMS, BIODIVERSITY, AND SUSTAINABLE PRACTICES	9 HOURS

Various natural ecosystems, learning about their structure, functions, and ecological characteristics. The importance of biodiversity, the threats it faces, and the methods used for its conservation. Ecosystem resilience, homeostasis, and carrying capacity, emphasizing the need for sustainable ecosystem management. Strategies for in situ and ex situ conservation, nature reserves, and the significance of India as a mega diverse nation.

UNIT III	ENVIRONMENTAL POLLUTION, WASTE MANAGEMENT, AND SUSTAINABLE DEVELOPMENT	9 HOURS

Various types of environmental pollution, including air, water, noise, soil, and marine pollution, and their impacts on businesses and communities. Causes of pollution, such as global climate change, ozone layer depletion, the greenhouse effect, and acid rain, with a particular focus on pollution episodes in India. Importance of adopting cleaner technologies; Solid waste management; Natural and man-made disasters, their management, and the role of businesses in mitigating disaster impacts.

UNIT IV	SOCIAL ISSUES	**9 HOURS**

Dynamic interactions between society and the environment, with a focus on sustainable development and environmental ethics. Role of businesses in achieving sustainable development goals and promoting responsible consumption.

UNIT V	LEGISLATION **AND PRACTICAL APPLICATIONS**	**9 HOURS**

Overview of key environmental legislation and the judiciary's role in environmental protection, including the Water (Prevention and Control of Pollution) Act of 1974, the Environment (Protection) Act of 1986, and the Air (Prevention and Control of Pollution) Act of 1981. Environmental justice, environmental refugees, and the resettlement and rehabilitation of affected populations; Ecological economics, human population growth, and demographic changes in India.

TOTAL 45 HOURS

COURSE OUTCOMES:

1. Explore the basic environmental concepts and issues relevant to the business and management field.
2. Recognize the interdependence between environmental processes and socio-economic dynamics.
3. Determine the role of business decisions, policies, and actions in minimizing environmental degradation.
4. Identify possible solutions to curb environmental problems caused by managerial actions.
5. Develop skills to address immediate environmental concerns through changes in business operations, policies, and decisions.

TEXT BOOKS (LATEST EDITION):

- Poonia, M.P. Environmental Studies , Khanna Book Publishing Co.
- Bharucha, E. Textbook of Environmental Studies, Orient Blackswan Private Ltd.
- Dave, D., & Katewa, S. S. Text Book of Environmental Studies. Cengage Learning India Pvt Ltd.
- Rajagopalan, R. Environmental studies: from crisis to cure , Oxford University Press.

- Miller, G.T. & Spoolman S. Living in the Environment. Cengage.
- Basu, M., & Xavier Savarimuthu, S. J. Fundamentals of environmental studies. Cambridge University Press.
- Roy, M. G. Sustainable Development: Environment, Energy and Water Resources. Ane Books.
- Pritwani, KS. ustainability of business in the context of environmental management. CRC Press.
- Wright, R.T. & Boorse, D.F. Environmental Science: Toward A Sustainable Future (13th ed,). Pearson.

REFERENCES:

- https://www.ourplanet.com
- https://www.undp.org/content/undp/en/home/sustainable-development-goals.html
- www.myfootprint.org
- https://www.globalchange.umich.edu/globalchange1/current/lectures/kling/ecosystem/ecosystem.html

MULTI DISCIPLINARY COURSE (MDC)

24MBLS11	MEDIA LITERACY AND CRITICAL THINKING	L	T	P	O	C
		2	0	0	1	2

COURSE OBJECTIVES:

- Develop critical thinking skills to analyse various media forms effectively and identify underlying biases.
- Foster media literacy principles for navigating digital media landscapes and evaluating credibility. 3. Explore media production dynamics and ownership structures in the Indian context. 4. Address ethical and regulatory considerations in media practices.
- Enhance digital media literacy for responsible online engagement and combating misinformation.

UNIT I	**Foundations of Media Literacy and Critical Thinking**	**6 HOURS**
Core principles of media literacy and critical thinking; Definition and significance of media literacy, its historical evolution within the Indian context; Understanding media as a powerful communication tool and its role in shaping societal perceptions and behaviors.		
UNIT II	Deconstructing Media Texts	**6 HOURS**
Forms of media texts, including print, broadcast, digital, and social media; Textual analysis and the deconstruction of visual media using semiotics; The impact of media representations on individual perceptions and societal attitudes, from relevant case studies in the Indian context.		
UNIT III	Media Consumption and Production Dynamics	**6 HOURS**
Dynamics of media production, distribution, and consumption in India: Influence of ownership and control structures on media content; Techniques for critically evaluating media content and analysing audience consumption patterns		
UNIT IV	Ethics, Regulation	**6 HOURS**
Ethical and regulatory considerations inherent in media practices and the evolving landscape of digital media literacy. Ethical principles in media, the regulatory framework governing media content, and the role of self regulatory bodies in upholding ethical standards		
UNIT V	Digital Media Literacy	**6 HOURS**
Digital media's impact on contemporary media literacy practices, strategies for navigating onlineinformation, and promoting digital citizenship.		

TOTAL 30 HOURS

COURSE OUTCOMES:

CO1. Demonstrate proficiency in analysing media texts and identifying implicit messages andideologies.

CO2. Apply media literacy principles to make informed decisions about media consumption andproduction.

CO3. Understand the complexities of media production, distribution, and audience behavior.
4.Adhere to ethical standards in media content creation and consumption.

CO4. Promote responsible digital citizenship by navigating online information critically andcombating misinformation

CO5: To promote digital citizenship.

TEXT BOOKS (LATEST EDITION):

3. Potter, W. J. Media literacy (8th ed.). SAGE Publications.
4. Hobbs, R. Media literacy in the digital age. Routledge.
5. Halpern, D. F. Thought & knowledge: An introduction to critical thinking (5th ed.).Psychology Press.
6. Kahneman, D. Thinking, fast and slow. Farrar, Straus and Giroux.
7. Baran, S. J., & Davis, D. K. Mass communication theory: Foundations, ferment, and future(8th ed.). Cengage Learning.
8. Kahne, J., & Bowyer, B. Media literacy education in action: Theoretical and pedagogicalperspectives. Routledge.
9. .Barbour, K., & Marshall, J. The media literacy handbook. ASCD.
10. Bhaskar, N. K. Media laws and ethics in India. Lexis Nexis.
11. West, R., & Turner, L. H. Understanding intercultural communication: Negotiating a grammarof culture (2nd ed.). Routledge.
12. Aufderheide, P., & Jaszi, P. Reclaiming fair use: How to put balance back in copyright (2nded.). University of Chicago Press.

SUGGESTED CASES:

- Fildes, R., & Goodwin, P. (2007). Against your better judgment? How organizations can improve their use of management judgment in forecasting. Interfaces, 37(6), 570-576.
- Stanovich, K. E., & West, R. F. (2000). Individual differences in reasoning: Implications forthe rationality debate? Behavioral and Brain Sciences, 23(5), 645-665

KNOWLEDGE IS POWER

24MBLS21	INDIAN SYSTEM OF HEALTH AND WELLNESS	

L	T	P	O	C
3	0	0	2	3

COURSE OBJECTIVES:

To apply the emerging concepts in health and wellness, and its relevance in daily life. To understand the relation between the mind body and its relevance.

To design the hygiene promotion and education programmes for development. To understand about the stress management in day to day life.

UNIT I	INTRODUCTION TO HEALTH & WELLNESS	09HOURS

Definition of health and wellness - Importance of health and wellness in everyday life, - Components of health- physical, social, mental, spiritual and its relevance - Determinants of health behaviors.

UNIT II	INDIAN HEALTH CARE SYSTEM	09HOURS

Traditional Health care System: Indigenous healthcare traditions include Ayurveda, Siddha, Unani, Homeopathy, Naturopathy, and Yoga - Modern (Allopathic) Healthcare Systems in India

UNIT III	NUTRITION FOR HEALTH AND WELLNESS	09HOURS

Essential components of balanced diet for healthy life style - Malnutrition, under nutrition and over nutrition - Processed foods and unhealthy eating habits.

UNIT IV	MANAGEMENT OF HEALTH AND WELLNESS	09HOURS

Modern lifestyle and hypo-kinetic diseases; prevention and management through exercise - Postural deformities and corrective measures - Spirituality and mental health - Role of Yoga, asana and meditation in maintaining health and wellness - Role of sleep in maintenance of physical and mental health - Body systems and common diseases - Sedentary lifestyle and its risk of disease.- Stress, anxiety, and depression. Factors affecting mental health - Substance abuse (Drugs, Cigarette, Alcohol), de-addiction, counselling and rehabilitation.

UNIT V	HEALTH HYGIENE PROMOTION & EDUCATION	09HOURS

Hygiene Behavior promotion & education- concept and its importance - Hygiene promotion & education in children & adolescence - Government initiatives & policies in rural & urban area

TOTAL 45 HOURS

COURSE OUTCOMES:

Upon completion of this course, the students will be able to

Co – 1: Learn the Components of health- physical, social, mental, spiritual and its

relevance Co – 2: Explain the Traditional Health care System

Co – 3: Evaluate the components of balanced diet for healthy life style

Co – 4: To analyse the Modern lifestyle and hypo. Role of sleep in maintenance of physical and mental health

Co – 5: To develop a plan Hygiene Behavior promotion & education

TEXT BOOKS:

1. Physical Activity and Health by Claude Bouchard, Steven N. Blair, William L. Haskell.
2. Mental Health Workbook by Emily Attached & Marzia Fernandez, 2021.
3. Mental Health Workbook for Women: Exercises to Transform Negative Thoughts and Improve WellBeing by Nashay Lorick, 2022

REFERENCES:

1. Health Care System in India. Brijesh C. Purohit, 2009, Gayathri Publications.
2. Lifestyle Diseases: Lifestyle Disease Management, by C. Nyambichu & Jeff Lumiri, 2018.
3. Physical Activity and Mental Health by Angela Clow & Sarah Edmunds, 2013.
4. Snyder, C.R., &Lopez, S.J.(2007). Positive psychology: The scientific and practical explorations of human strengths. Thousand Oaks, CA: Sage.

WEB SITE LINKS:

1. https://testbook.com/ias-preparation/health-care-delivery-system-in-india
2. https://egyankosh.ac.in/bitstream/123456789/17268/1/Unit-4.pdf
3. https://ncert.nic.in/textbook/pdf/kehe103.pdf
4. https://egyankosh.ac.in/bitstream/123456789/17262/1/Unit-1.pdf
5. https://wedc-knowledge.lboro.ac.uk/resources/pubs/Hygiene_promotion_evidence_and_practice.pdf

MULTI DISCIPLINARY ELECTIVE (MDE)

24MBLS31	INDIAN KNOWLEDGE SYSTEM	L T P O C 2 0 0 1 2

COURSE OBJECTIVES:

- To Gain an understanding of Indian Knowledge System.
- To Develop an ability to apply the Indian Knowledge System to societal challenges faced today in areas such asholistic health, governance, public administration and sustainable living.
- To Promote the youths to do research in the various fields of Indian knowledge system.

UNIT I	AN OVERVIEW OF INDIAN KNOWLEDGE SYSTEM	6 HOURS

Introduction- Organization of Indian Knowledge System- The IKS corpus- A Classification framework- Historicity of Indian Knowledge System -Some salient aspects of Indian Knowledge System

UNIT II	PHILOSOPHICAL SYSTEM	6 HOURS

Introduction to Philosophy- Development of Indian Philosophical system - Unique features of Indian Philosophical system- Introduction to Yoga.

UNIT III	GOVERNANCE AND PUBLIC ADMINISTRATION	6 HOURS

Introduction - Understanding Governance from ancient to modern times- Relevance of Arthashastra- Glimpses of Nitishastra- Vidura Niti

UNIT IV	WISDOM THROUGH THE AGES	6 HOURS

Gateways of ancestral wisdoms-Introduction to Purāṇa- The Purāṇic repository- Issues of interest in Purāṇas- Introduction to Itihāsas- Key messages in Itihāsa- Wisdom through Nīti-śāstra.

UNIT V	MATHEMATICS	6 HOURS
Introduction to Indian Mathematics- Unique aspects of Indian Mathematics- Indian Mathematicians and their Contributions.		
		TOTAL 30 HOURS

COURSE OUTCOMES:

CO1 Classify the key concepts of Indian Knowledge System and discuss the multi-faceted nature of knowledgecontained in the Traditional Systems of India.

CO2 Identify the rich heritage of governance in Indian Knowledge System.

CO3 Recognize the relevance of Arthashastra in public administration.

CO4 Identify the Wisdom through Ages through Ithihasas.

CO5 Knowledge of Indian Mathematicians and their contributions.

TEXT BOOKS (LATEST EDITION):

1. Mahadevan B., Bhat V R, Nagendra Pavana R.N., Indian Knowledge System Concepts andApplication, PHI Learning Pvt. Ltd., 2022.
2. Kapoor Kapil, and Singh Avadesh Kumar, Indian Knowledge System Vol.1, DK Print World,Ltd., 2005.

REFERENCES:

1. Textbook on The Knowledge System of Bhārata by Bhag Chand Chauhan.
2. Histrory of Science in India Volume-1, Part-I, Part-II, Volume VIII, by Sibaji Raha, et al. National Academy of Sciences, India and The Ramkrishan Mission Institute of Culture, Kolkata
3. https://onlinecourses.swayam2.ac.in/imb23_mg54/preview
4. https://digest.iimb.ac.in/2022/04/book-indian-knowledge-systems-co-authored-dr-b- mahadevan/
5. https://www.summarize.tech/www.youtube.com/watch?v=jcV0LIp570A

VALUE ADDED COURSES (VAC)

24DVAC11	COMMUNICATION SKILLS	L	T	P	O	C

		2	0	0	1	2

COURSE OBJECTIVES:

- To develop effective verbal and non-verbal communication techniques for variouscontexts.
- To enhance listening skills for better comprehension and engagement inconversations.
- To improve written communication abilities, focusing on clarity, coherence, andstyle.
- To build confidence in public speaking through practice and constructive feedback.
- To cultivate interpersonal skills for successful collaboration and professional interactions.

UNIT I	**INTRODUCTION TO COMMUNICATION SKILLS**	**6 HOURS**

- Fundamentals of Communications
- Elements of Communication, Types of Communication

UNIT II	**PRACTICAL ENGLISH**	**6 HOURS**

- Importance of the language - Word Usage and Jargon
- Tenses and the effectiveness - Basics of grammar (Noun/Verb/Adverb/Conjunction)

UNIT III	**EFFECTIVE COMMUNICATION**	**6 hours**

LSRW (Listening, Speaking, Reading & Writing)

- Pronunciation - Vocabulary Building
- Intonations & its importance

Unit IV - Workplace Communication 6 HOURS

- Basics of telephone etiquette
- E-Mail writing
- Presentation Skills
- Interpersonal Skills
- Business English

Unit V - Quantitative Ability 6 HOURS

- Verbal Ability - Verbal Analogy
- Debating Skills - Public Speaking

Total 30 Hours

Course Outcomes:

At the end of this course, the students would have learnt to

CO1	enhance participants' business communication skills
CO2	enhance LSRW Skills (LSRW – Listening, Speaking, Reading & Writing)
CO3	express opinions at free will in social/ personal gathering
CO4	impact leadership qualities among participants
CO5	engage in conversation with others to exchange ideas

References:

- Basic communication skills for Technology, Andreja. J. Ruther Ford, 2nd Edition,Pearson Education, 2011
- Personality development and soft skills, Barun K Mitra, 1 stEdition, Oxford Press,2011
- Elizabeth Harren, 7 April 2022, last updated: 16 November, 2023
- Kerry Patterson, Joseph Grenny, Ron McMillan, Al Switzler (McGraw-Hill)
- Ethan Beute and Stephen Pacinelli (Greenleaf)
- Soft skills and professional communication, Francis Peters SJ, 1stEdition, McGraw Hill Education, 2011

24DVAC21	UNIVERSAL HUMAN VALUES	L T P O C 1 0 0 1 1

COURSE OBJECTIVES:

The candidates will be able to appreciate the complementarity between the values and skills for sustained happiness and prosperity. To influence the students to approach the life and profession with a holistic perspective towards a value-based living in a natural way. To highlight plausible implications of holistic understanding of ethical human conduct.

UNIT I	INTRODUCTION TO VALUE EDUCATION	5 HOURS

Living a fulfilling life. Value education. Skill education. Complementarity of Values and Skills. Development of a holistic perspective. Right understanding, relationship and physical facility. Understanding the happiness and prosperity.

UNIT II	HARMONY AT MULTIPLE LEVELS	5 HOURS

Human being as co-existence of the self and the human body. Understanding harmony in the self. Harmony in the family and understanding values in human-human relationships. Harmony in the society and understanding universal human order. Harmony in nature and understanding the interconnectedness, self-regulation and mutual fulfillment. Harmony in existence and understanding co-existence at various levels.

UNIT III	IMPLICATIONS OF THE RIGHT UNDERSTANDING	5 HOURS

Ethical human conduct. Implications of value-based living. Right understanding of professional ethics. Humanistic education. Holistic technologies, production systems and management models. Strategies for transition towards value-based life and profession.

TOTAL: 15 HOURS

COURSE OUTCOMES:

At the end of the course learners will be able to:

CO1: Develop qualities like responsibility and the ability to handle problems with sustainable solutions.

CO2: Appraise human values and the harmony at various levels.

CO3: Perceive a better critical ability.

CO4: Develop qualities pertaining to value-based living.

CO5: Apply what they have learnt to their own self in real life settings.

TEXT BOOKS:

1. Gaur.R.R., Sangal.R, Bagaria.G.P., "A Foundation Course in Value Education, Excel Books", 1st Edition, 2009.

REFERENCES:

1. A. Nagaraj, Jeevan Vidya Prakashan, Amar Kantak. Jeevan Vidya (1999), Ek Parichaya
2. Rakesh Gupta. Jeevan Vidya (2008), An Introduction (Introductory Book to Madhyasth Darshan-Coexistentialism). English Version.
3. A. N. Tripathi (2004), Human Values. First Edition. New Age International Publishers, New Delhi.

24DVAC41	YOGA EDUCATION	L T P O C 1 0 0 1 1

COURSE OBJECTIVES:

i. Understand yoga's significance and its practical applications for holistic well-being.

ii. Explore subtle energy systems and their role in enhancing health through yogicpractices.

iii. Examine various paths of yoga to foster self-realization and spiritual growth.

iv. Master the Eight Limbs of Yoga for physical, mental, and spiritual harmony.

v. Apply yogic principles to manage psycho-somatic ailments and promote resilience.

UNIT I	INTRODUCTION TO DISASTERS	03 Hours

Yoga: Meaning and definition

- Importance of yoga in 21st century
- Introduction to Yogic Anatomy and Physiology
- Yoga & sports, Yoga for healthy lifestyle
- Types of Yoga: - Hatha yaga, laya yoga, mantra yoga,
- bhakti yoga, karma yoga, jnana yoga, raj yoga
- Study of Chakras, Koshas, Pranas, Nadis, Gunas, Vayus and its application in Yogic practices.
- Ashtang Yoga: - Yama, niyama, asana, pranayama, Pratyahar, dharna, dhyan, Samadhi : Benefits, Utilities & their psychological impact on body and mind. According to yoga concept of normality in modern psychology, concept of personality & its development, yogic management of

psycho-somatic ailments: frustration, anxiety, depression

UNIT II	PHYSICAL FITNESS	03 Hours

- Sports for Physical Fitness: Meaning and definition
- Physical Activity – Concept, Benefits of Participation in Physical Activities
- Components and Significance of Physical Fitness -Health, Skill and CosmeticFitness
- Types of Physical Activities – Walking, Jogging, Running, Calisthenics, RopeSkipping, Cycling, Swimming, Circuit Training, Weight training, Adventure Sports

- Principles of Physical Fitness, Warming Up, Conditioning, Cooling Down, Methodsto Develop and Measure Health and Skill related components of Physical Fitness
- Measurement of Health Related Physical Fitness (HRPF)

UNIT III	PHYSICAL WELLNESS	03 Hours

- Physical Wellness: Concept, Components
- Types of wellness: psychological, social, emotional, and spiritual.
- Significance with reference to Positive Lifestyle 2.2
- Concepts of Quality of Life and Body Image
- Factors affecting Wellness
- Wellness Programmes.

UNIT IV	NUTRITION	03 Hours

and Weight Management

- Concept of Nutrients, Nutrition, Balanced Diet, Dietary Aids and Gimmicks
- Energy and Activity- Calorie Intake, Energy Balance Equation
-

UNIT V	WEIGHT MANAGEMENT	03 Hours

- Obesity - Concept, Causes, Obesity Related Health Problems
- Weight Management through Behavioural Modifications

TOTAL HOURS 15 HRS

COURSE OUTCOMES:

1. Gain a comprehensive understanding of yoga and its modern applications forholistic well-being.
2. Demonstrate proficiency in yogic anatomy and physiology, enhancing yogapractice and promoting physical and energetic balance.
3. Master the Eight Limbs of Yoga and comprehend their psychological impact,fostering personal growth and self-realization.
4. Integrate yoga principles into sports and physical fitness activities to enhanceperformance and prevent injuries.
5. Develop skills in wellness management and nutrition

TEXT BOOKS:

- Anand O P. Yog Dawra Kaya Kalp. Sewasth Sahitya Perkashan. Kanpur.
- Brown, J.E. Nutrition Now Thomson-Wadsworth.
- Corbin et.al.Fitness & Wellness-Concepts. McGraw Hill. Publishers. New York.U.S.A
- Corbin, C. B., G. J. Welk, W. R Corbin, K. A. Welk, Concepts of Physical Fitness: Active Lifestyle for Wellness. McGraw Hill, New York, USA.
- Hoeger, W W K and S.A. Hoeger. Principles and Labs for Fitness and Wellness, Thomson

Wadsworth, California, USA.

- Hoeger, W.W. & S. Hoeger Fitness and Wellness. 7th Ed. Thomson Wadsworth, Boston, USA.
- Kamlesh, M. L. & Singh, M. K., Physical Education (Naveen Publications).
- Kansal, D.K. Text book of Applied Measurement, Evaluation & Sports Selection. Sports & Spiritual Science Publications, New Delhi.
- Kumari, Sheela, S., Rana, Amita, and Kaushik, Seema,, Fitness, Aerobics and Gym Operations, Khel Sahitya, New Delhi
- Lumpkin, A. Introduction to Physical Education, Exercise Science and Sports Studies, McGraw Hill, New York, U.S.A.
- Sarin N) Yoga Dawara Rogon Ka Upchhar.Khel Sahitya Kendra
- Savard, M. and C. Svec The Body Shape Solution to Weight Loss and Wellness: The Apples & Pears Approach to Losing Weight, Living Longer, and Feeling Healthier. Atria Books, Sydney, Australia.
- Siedentop, D. Introduction to Physical Education, Fitness and Sport, McGraw Hill Companies Inc., New York, USA.
- Sri Swami Ramas. Breathing. Sadhana Mandir Trust.Rishikesh.
- Swami Ram Yoga & Married Life Sadhana Mandir Trust. Rishikesh

KNOWLEDGE IS POWER

24DVAC51	DISASTER MANAGEMENT	L T P O C 1 0 2 1 2

COURSE OBJECTIVES:

To Provide and Understanding of the Concepts and Practices of effective disaster management.

UNIT I	INTRODUCTION TO DISASTERS	09 Hours

Concepts and definitions (Disaster, Hazard, Vulnerability, Resilience, Risks) – Introduction to National Disaster Management Authority (NDMA) - State Disaster Management Authority (SDMA), Function, roles and responsibility – Role of Red-cross

UNIT II	DISASTERS: CLASSIFICATION CAUSES, IMPACTS	09 Hours

(Including social, economic, political, environmental, health, psychosocial etc.). Differential impacts - in termsof caste, class, gender, age, location, disability Global trends in disasters: urban disasters, pandemics, complex emergencies, Climate change

UNIT III	APPROACHES TO DISASTERS RISK REDUCTION	09 Hours

Disaster cycle – its analysis, Phases, Culture of safety, prevention, mitigation and preparedness, community based DRR, Structural – non-structural measures, roles and responsibilities of community, Panchayat Raj Institutions/Urban Local Bodies (PRIs/ULBs), states, Centre and other
stake-holders

UNIT IV	INTER-RELATIONSHIP BETWEEN DISASTERS ANDDEVELOPMENT	09 Hours

Factors affecting Vulnerabilities, differential impacts, impact of Development projects such as dams, embankments, changes in Land-use etc. Climate Change Adaptation. Relevance of indigenous knowledge, appropriate technology and local resources.

UNIT V	DISASTER RISK MANAGEMENT IN INDIA	09 Hours

Hazard and Vulnerability profile of India - Components of Disaster Relief: Water, Food, Sanitation, Shelter, Health, Waste Management Institutional arrangements (Mitigation, Response and Preparedness, DM Act and Policy, Other related policies, plans, programmes and legislation).

TOTAL HOURS 45 HRS

COURSE OUTCOMES:

After the course the students are expected to be able to

CO-1: Students can understand the concepts of Disaster management and its impact.

CO-2: Students can analyse the Disaster management causes, types and its changes.

CO-3: To approach and learn the concepts of approaches to disaster management risk reductions.

CO-4: To describe the inter-relationship between disaster and developments concepts

CO-5: To improve the knowledge relevant ot disaster risk management in India and to understand the components of disaster reliefs.

TEXT BOOKS:

1. Alexander David, "Introduction in 'Confronting Catastrophe'", Oxford University Press, 5th edition,2000.
2. Andharia J. "Vulnerability in Disaster Discourse", JTCDM, Tata Institute of Social Sciences Working Paper no. 8, 2008.
3. Blaikie, P, Cannon T, Davis I, Wisner B. "At Risk Natural Hazards, Peoples' Vulnerability and Disasters", Routledge, 1997.

REFERENCE BOOKS:

1. Coppola P Damon, "Introduction to International Disaster Management", Bullock &Haddow LLC, Third edition,2007.
2. Carter, Nick, "Disaster Management: A Disaster Manager's Handbook. Asian Development Bank", Manila Philippines, Ist edition, 1991.

WEB LINKS:

1. https://www.slideshare.net/brissomathewarackal/disaster-preparedness-brisso
2. https://www.slideshare.net/pramodgpramod/disaster-management-system-in-india.

SKILL ENHANCEMENT COURSES (SEC)

24SSKU11	SOFT SKILLS –I	L T P O C 2 0 0 1 2

COURSE OBJECTIVES:

- To learn and apply basic etiquette for personal and professional interactions.
- To develop effective stress management techniques for maintaining mental and emotional well-being.
- To enhance self-awareness for personal growth and informed decision-making.
- To gain an overview of essential 21st-century skills necessary for success in a rapidly changing world.

To foster creativity and critical thinking skills for innovative problem-solving and adaptability.

UNIT I	**INTRODUCTION TO SOFTSKILLS**	6 HOURS

- Soft Skills vs Hard Skills
- 15 important Soft Skills

Communication Skills, TimeManagement, Leadership Skills

UNIT II	**OVERVIEW OF 21ST CENTURYSKILLS.**	**6 HOURS**

- Lateral Thinking – Left Brain/Right Brain Functionality
- Problem solving skills

UNIT III	**SELF AWARENESS**	**6 HOURS**

- Human Values
- Mindfulness
- SWOT Analysis
- PDCA Approach

UNIT IV	CREATIVITY/CRITICAL THINKING	6 HOURS
• Six Thinking Traits • Creative writing exercises • Open mindedness		
UNIT V	**PERSONAL HYGIENE AND STRESS MANAGEMENT**	**6 HOURS**
• Basic Etiquettes • Health and Personal Grooming • Stress-meaning and nature, Eustress, Distress • Stress management strategies		
TOTAL 30 HOURS		

COURSE OUTCOMES:

Upon completion of this course, the students will be able to

CO1	Demonstrate basic etiquette in various personal and professional settings.
CO2	Effectively manage stress using learned techniques.
CO3	Show increased self-awareness and make informed decisions.
CO4	Understand and articulate key 21st-century skills.
CO5	Apply creativity and critical thinking to solve problems innovatively.

REFERENCES:

24SSKU21	SOFT SKILLS -II	L	T	P	O	C
		2	0	0	1	2

COURSE OBJECTIVES:

- To enable participants' social skills
- To enable participants' Etiquettes
- To impact leadership, Decision-making, Behaviour and team bonding skills.

UNIT I	PROFESSIONAL BEHAVIOUR	6 HOURS

- Team Building – Team Bonding
- Inter-Personal Relationship– Intra-Personal Relationship

UNIT II	PERSONALITY DEVELOPMENT.	6 HOURS

- Types of Personality
- Self-Confidence - Confidence Building
- Attitude (Positive/Negative)

UNIT III	TELEPHONE ETIQUETTE	6 HOURS

- Basics of telephone etiquette
- Giving clear and concise information
- Tone & rate of speech
- Intonations & its Importance
- Whatsapp Communications

UNIT IV	DECISION MAKING	6 HOURS

- Types of Decisions – planned-unplanned, individual-group, major-minor
- Types of Leadership styles – Autocratic, democratic, lesse-faire, participative, bureaucratic.

UNIT V	PROFESSIONAL ETIQUETTE	6 HOURS

- Respect – Salutations
- Official Behaviour

TOTAL 30 HOURS

COURSE OUTCOMES:

Upon completion of this course, the students will be able to

CO1 Enhance participants business communication skills

CO2 Enhance LSRW Skills (LSRW – Listening, Speaking, Reading & Writing)

CO3 Express opinions at free will in social/ personal gathering

CO4 Impact leadership qualities among participants

CO5 Engage in conversation with others to exchange ideas

REFERENCES:

1. Language Service, University at Oberta de Catalunya
2. Taylor. Grant English Conversation Practice. Tata McGraw Hill Education Pvt. Ltd 2005
3. Tiko, Champa& Jaya Sasikumar. Writing with a purpose. OUP New Delhi 1979

24SSKU31	SOFT SKILLS –III	L	T	P	O	C
		2	0	0	1	2

COURSE OBJECTIVES:

CO1 :To hone the creative and critical faculties of learners.

CO2: To enhance descriptive and narrative skills through short story creation.

CO3: To acquire professional reports and review writing skills for various mediums**.**

CO4: To gain practical writing skills for television, radio, magazines, and the web, emphasizing freelance opportunities

UNIT I	CREATIVE WRITING	6 HOURS

Meaning and Significance of Creative Writing,

Refining Vocabulary, Word order, Developing Hints

UNIT II	WRITING SKILLS	6 HOURS

- Genres of Writing
- Descriptive Passages, Short Stories, Narration of incidents

UNIT III	ACADEMIC WRITING	6 HOURS

- Report Writing, Writing of book reviews and film reviews.

UNIT IV	WRITING FOR MEDIA	6 HOURS

- Writing for TV, Radio and Magazine, Freelance Writing, Preparation of Web Content

UNIT V	ADVERTISEMENT WRITING	6 HOURS
		TOTAL 30 HOURS

COURSE OUTCOMES:

CO1 craft rhymes, free verse, jokes, and articles proficiently

CO2 create descriptive passages and short stories to exhibit their creative writing prowess.

CO3 write informative reviews and structured reports for diverse media.

CO4 create compelling content for various platforms,

CO5 adhering to ethical standards in advertising and marketing principles.

TEXT BOOKS (LATEST EDITION):

- Creative Writing Log by Swan, published by Emerald in 2009.
- Creative Writing by Isabelle Krishnan, published by Fairfield in 2013.

REFERENCES:

- The Practice of Writing by David Lodge, published by Vintage in 2011.

24SBLS51	ENTREPRENEURIAL DEVELOPMENT	L T P O C 2 0 0 1 2

COURSE OBJECTIVES:

- To develop and strengthen entrepreneurial quality and motivation in students
- To impart basic entrepreneurial skills and understanding to run a business efficiently and effectively.
- To understand the concept and process of entrepreneurship and its contribution in and role in thegrowth and development of individual and the nation.

UNIT I	ENTREPRENEURSHIP	6 Hours

Entrepreneur – Personality characteristics of successful entrepreneur– Types of Entrepreneurs – Knowledge and skills required for an entrepreneur –Difference between Entrepreneur and Intrapreneur

UNIT II	BUSINESS	6 Hours

Definition, Classification – Characteristics, Ownership Structures – Project Formulation – Steps involved insetting up a Business –Market Survey and Research–Techno Economic Feasibility Assessment

UNIT III	BUSINESS PLAN PREPARATION	6 Hours

Sources of product for business – Pre-feasibility study – Criteria for selection of product– Ownership

– Capital – Budgeting project profile preparation – Matching entrepreneur with the project – Feasibility report preparation and evaluation criteria.

UNIT IV	SUPPORT TO ENTREPRENEURS	6 Hours

Sickness in small Business – Concept, Magnitude, Causes and Consequences, Corrective Measures – Business Incubators – Government Policy for Small Scale Enterprises – Growth Strategies in small industry.

UNIT V	ENTPRENEURSHIP DEVELOPMENT PROGRAMME	6 Hours

Meaning, Objectives–Phases of EDP– steps in EDP–Strategies for Entrepreneurship development– Institutions in aid of Entrepreneurship Development Programme–Use of IT enabled services in entrepreneurship - E Licensing, E filing.

TOTAL 30 HOURS

COURSE OUTCOME:
CO1: To know the meaning entrepreneurship. CO2: To understand the types of business CO3: To prepare business plan **CO4: To know the governmental support for the business** **CO5: To know the licensing and filing procedure.**
TEXT BOOKS:
Entreneueurship Development, R.k.Singhal and Sruthi Singhal, Katson Books, India.

24RBLS61	MINI PROJECT	L T P O C 0 0 4 1 2

COURSE OBJECTIVES:

The mini project is designed to help students to develop practical ability and knowledge with the practical tools/techniques for solving real life problems related to the industry, academic institutions and computer science research. The course Mini Project is one that involves practical work for understanding and solving problems in the field of Commerce.

UNIT I	INSTRUCTIONS FOR PREPARATION OF MINI-PROJECT REPORTS	6 HOURS

The Mini-Project should be written in standard scientific paper format. Title page: Authors name, Supervisosr Name and Designation Abstract: 250 words = 1 page.

Introduction: ~500-750 words = 2-3 pages Materials and Methods: ~1500 words = 6 pages Results: ~1500 words = 6 pages

This should provide a concise account of the results obtained, in a logical order that hopefully tells a story. This will not necessarily be the order in which you carried out the experiments! Make maximum use of figures / tables - remember a picture often replaces a thousand words. A standard scientific paper in most journals will contain ~6 (maximum 8) figures or tables.

Discussion :1500 words = 6 pages

This is valuable inclusion in a project report where the student may not have sufficient time to complete the work and it contains constant ideas of further work.

Reference :1250words = 5 pages

Standard format should be followed and include all the details, Including the full reference in the list maximum of 30 reference is adequate.

TOTAL 30 HOURS

SUMMER INTERNSHIP (SI)

24IBLS31	INTERNSHIP I	L	T	P	O	C
		0	0	2	1	1

COURSE OBJECTIVES:

This internship capstone course aims to provide students with an integrative learning experience that combines professional work in a real-world organisation with rigorousacademic research. Students will develop and apply theoretical knowledge to practical challenges through an action research project, enhancing their problem-solving, criticalthinking, and communication skills. This course aims to bridge the gap between academic study and professional practice, preparing students for successful careers in their chosen fields.

UNIT I	ORIENTATION SESSION	3 HOURS

The orientation session for the internship/capstone project is designed to provide students with a comprehensive overview of what to expect and how to succeed in their upcoming professional experience. The session aims to bridge the gap between academic learning and practical application in a real-world setting.

UNIT II	IDENTIFY AN INTERNSHIP	3 HOURS

Students research opportunities that align with their career goals and academic background. They explore various platforms, such as online job boards, networking events, and professional associations, to find positions that offer relevant hands-on experience and skills in their chosen field.

UNIT III	INTERNSHIP AGREEMENT FORM	3 HOURS

The Student, Mentor, and internship Coordinator in theIndustry will complete the internship agreement form.

UNIT IV	START OF INTERNSHIP	3 HOURS

The internship lasts eight weeks. Interns are expected to commit to 20 hours per week, allowing for a balanced integration of work and learning. The internship mentor will arrange specific schedules. This structure ensures that interns gain substantial experience while accommodating any academic commitments. Regularcheck-ins and progress reviews will be conducted to support intern development and address any challenges, providing a productive and enriching internship experience.

UNIT V	**SUBMISSION OF REPORT**	**3 HOURS**

Front Page: Student Name, Course, Internship Company, Duration, Mentor
Internship Agreement Form
Internship Certificate
Introduction & background of the CompanyRoles & responsibilities as an Intern Weekly work allotment & completion reportChallenges & Solutions
Learning from the internship
Conclusion

TOTAL 15 HOURS

COURSE OUTCOMES:

1. Application of theoretical knowledge to real-world scenarios.
2. Development of professional skills and networking opportunities.
3. I understand workplace culture and dynamics.
4. Hands-on experience in a chosen field
5. Preparation of report.

24IBLS51	INTERNSHIP II	L	T	P	O	C
		0	0	2	1	1

COURSE OBJECTIVES:

This internship capstone course aims to provide students with an integrative learning experience that combines professional work in a real-world organisation with rigorousacademic research. Students will develop and apply theoretical knowledge to practical challenges through an action research project, enhancing their problem-solving, criticalthinking, and communication skills. This course aims to bridge the gap between academic study and professional practice, preparing students for successful careers in their chosen fields.

UNIT I	ORIENTATION SESSION	3 HOURS

The orientation session for the internship/capstone project is designed to provide students with a comprehensive overview of what to expect and how to succeed in their upcoming professional experience. The session aims to bridge the gap between academic learning and practical application in a real-world setting.

UNIT II	IDENTIFY AN INTERNSHIP	3 HOURS

Students research opportunities that align with their career goals and academic background. They explore various platforms, such as online job boards, networking events, and professional associations, to find positions that offer relevant hands-on experience and skills in their chosen field.

UNIT III	INTERNSHIP AGREEMENT FORM	3 HOURS

The Student, Mentor, and internship Coordinator in theIndustry will complete the internship agreement form.

UNIT IV	START OF INTERNSHIP	3 HOURS

The internship lasts eight weeks. Interns are expected to commit to 20 hours per week, allowing for a balanced integration of work and learning. The internship mentor will arrange specific schedules. This structure ensures that interns gain substantial experience while accommodating any academic

commitments. Regularcheck-ins and progress reviews will be conducted to support intern development and address any challenges, providing a productive and enriching internship experience.

UNIT V	SUBMISSION OF REPORT	3 HOURS

Front Page: Student Name, Course, Internship Company, Duration, Mentor
Internship Agreement Form
Internship Certificate
Introduction & background of the CompanyRoles & responsibilities as an Intern Weekly work allotment & completion reportChallenges & Solutions
Learning from the internship
Conclusion

TOTAL 15 HOURS

COURSE OUTCOMES:

1. Application of theoretical knowledge to real-world scenarios.
2. Development of professional skills and networking opportunities.
3. I understand workplace culture and dynamics.
4. Hands-on experience in a chosen field
5. Preparation of report.

RESEARCH PROJECT (RP)

24RBLS71	RESEARCH PROJECT I	L	T	P	O	C
		0	0	12	2	6

COURSE OBJECTIVES:

- Identify and discuss the role and importance of research in the social sciences.
- Identify and discuss the issues and concepts salient to the research process.
- Identify and discuss the complex issues inherent in selecting a research problem, choosing an appropriate research design, and implementing a research project.
- Identify and discuss the concepts and procedures of sampling, datacollection, analysis and reporting.

UNIT I	GENERAL REGULATIONS	3 HOURS

The Project report should be submitted before the student sits for the final university examinations in seme

The student shall work under the guidance of a project supervisor (s) appointed by the Institute's director.

Once the students have completed the proposal and the supervisor has approved it, the proposal shall be defended in panels formed by the project coordinator on a day set aside by the Institute.

The students should submit at least two copies of the proposal to the Project Coordinator at least two weeks before the final examination in semester V.

The students shall present a proposal at the panels and be awarded marks. They will also be given corrections, which they will work on and present to their supervisors for approval to continue with the project work.

The student will then complete chapters 4 and 5 of the project.

Once the student has completed the project and the supervisor has approved it, the project shall be submitted to the project coordinator, who will arrange for the final defence and VIVA VOCE. The marks obtained will be added to the proposal defence marks and compiled.

The students should then submit two copies of the project report to the Institute 2 weeks before the final examination in semester VI.

If the student is unsuccessful, the resubmission regulations will apply as stipulated in the academic policy.

	CHOOSING A PROJECT TITLE	

- The project's title should be clear and specific to a real problem.
- Similar topics between students should be avoided.
- The project should be new and original, not replicating another person's work.
- At the proposal level, the appointed supervisor MUST approve the project title.
- The research committee must ratify all the topics.

FORMATTING GUIDELINES

- Font Size-12 in the body text, except for the topics and titles, which should be font size 14
- Font Type- Times New Roman
- Spacing- The project should be 1.5 lines spacing
- Highlighting- Topics and subtopics should be bolded and NOT be underlined
- Print Quality- The final document should be of good print quality
- Margins- Margins of the report should be 1 inch on the top, bottom and right-hand side. The left-hand-side margin should be 1.25 inches to allow for binding.
- Tables- Larger tables may be typed in smaller font sizes (10-11) to maintain standard margins
- Numbers and Percentages-must do not begin with a sentence.
- Tables and Figures - When presenting the table or figure, there must be a finding and analysis section. Avoid using 'table above, or table below.' Instead, indicate as 'Table 4.1 shows that ….'
- Final Binding - Presented as Hard Copy (Blue Color), preferably Xerox hardcover book binding.
- Pagination: Bottom of page and centred.

EVALUATION

Evaluation will be done based on the project completed, presentation of the proposal and Viva Voce.

TOTAL HOURS

COURSE OUTCOMES:

1. Application of theoretical knowledge to real-world scenarios.
2. Development of professional skills and networking opportunities.
3. I understand workplace culture and dynamics.

4. Hands-on experience in a chosen field
5. Preparation of report.

DISCIPLINE SPECIFIC ELECTIVE

24DBLS11	RETAIL LOGISTICS & E-COMMERCE	L	T	P	O	C
		3	0	0	2	3

COURSE OBJECTIVES:

Equip students with comprehensive knowledge of supply chain management, distribution strategies, and the operational challenges specific to online retailing, while fostering the skills needed to optimize logistics for enhanced customer satisfaction and business efficiency.

UNIT I	CONCEPT AND SCOPE	09 HOURS

Concepts of Retail Logistics and Supply Chain- Importance of Logistics, Production and Consumption- Dimension of Logistics: Macro and Micro aspects - Backward and Forward Linkages- Supply Chain Efficiency - Logistics as a Competitive Edge Driver- Needs of Logistics for Retailing.

UNIT II	LOGISTICS AND RETAIL MARKETING	09 HOURS

Logistics as a Support function of Order Fulfilment, Assembling & Labelling from multi-storage points and Delivery-Logistics as an interface of Market forecasting, Stock level management, invoice or sales documentation, picking products, consolidation, transport-packaging, packing, marking, preparing outbound documentation and shipping out by loading into containers-customer facilitation tracking out-bound shipments.

UNIT III	REVERSE LOGISTICS	09 HOURS

The basic concept of reverse logistics. The key activities involved terms identifying daily pickups, scheduling pickup for the day, coordinating with carriers, route map optimization, and collecting pickup and feedback -Types of reverse logistics - Return from the customer, return by career, return of the damaged product, etc. -Roles and responsibilities associated with reverse logistics -Global best practices and statistics associated with reverse logistics.

UNIT IV	ROLE OF MIS	09 HOURS

Order Processing - Activities associated with order processing like identifying order requests from MIS, creating customer accounts for new customers, identifying the order requirements and placing a processing request in MIS, notifying customers through the system, updating the delivery requirements,

checking with stock, coordinating with vendors, etc. -Types of order processing -Roles and responsibilities associated with order processing -Procedures for generating plans and schedules through MIS.

UNIT V	E-COMMERCE	09 HOURS

Introduction to E-commerce - Types of E-commerce - Business Models for E-commerce: Meaning, Definition, Importance – Types of E-business models: Manufacture Model, Advertising Model, Value Chain Model, Brokerage Model - Electronic Payment system Electronic CRM Applications. E-Security-Understanding of Key terms of E-Commerce: Electronic Commerce & Banking - Electronic Payment Systems, Electronic Payment Technology, Online credit card, e-commerce security - Electronic Data Interchange (EDI): Definition, Advantages and Disadvantages; EDI application in business development.

TOTAL 45 HOURS

COURSE OUTCOMES:

Upon completion of this course, the students will be able:

- CO 1 Explain the fundamentals of retail logistics and e-commerce supply chain management.
- CO 2 Analyze the impact of technology on retail and e-commerce logistics operations.
- CO 3 Develop strategies to optimize last-mile delivery and inventory management in e-commerce.
- CO 4 Evaluate the role of customer behavior and market trends in shaping e-commerce logistics.
- CO 5 Apply sustainability practices to retail logistics and e-commerce operations

REFERENCE BOOKS:

1. Mr. Gibson G, “Retail Management: Functional Principles& Practices”, Jaico Publishing house, 6th Edition, 2003.
2. James B. Ayers, Retail Supply Chain Management, Auerbach Publications, 2007.

TEXT BOOKS:

1. Ray, Supply Chain Management for Retailing, TMH, 2010.

WEBSITE LINK:

1. https://www.mayple.com/blog/ecommerce-logistics
2. https://transportgeography.org/contents/chapter7/logistics-freight-distribution/retail-logistics-ecommerce/
3. https://www.inboundlogistics.com/articles/e-commerce-fulfillment/

24DBLS12	PORT AGENCY OPERATIONS	L	T	P	O	C
		3	0	0	2	3

COURSE OBJECTIVES:

In this course, students explore port operations, covering cargo classification and port agency. They delve into port management functions, understanding operational dynamics. Students study ship chartering and voyage estimation, learning vessel logistics. Additionally, they understand legal functions of port agents in maritime operations.

UNIT I	CLASSIFICATION OF CARGOES & SHIPS	09 HOURS

Dry Bulk Cargoes, Liquid Bulk Cargoes, General Merchandise, Unitization of Cargoes, Containerization of Cargoes-Types of Containers. Classification of Ships: Bulk Carriers-Handy, Handy max, Panamax, Supramax, Cape Size; Tankers-LR, MR, VLCC, ULCC, Aframax, Suezmax; Container Ships, Trade Routes.

UNIT II	PORT AGENCY	09 HOURS

Role of Ports in the economic development of the region, Concept of Hinterland, features of a Port, Services offered by Port Agents, Charterer's Agents, Organization of Port Agency. Salient features of General Agency Agreement, Preparation of Statement of Facts, Laytime Calculation.

UNIT III	COMMERCIAL ASPECTS OF PORT MANAGEMENT	09 HOURS

Study of Port Tariff, Preparation of Proforma Marine Disbursement. Need for using a multimodal transport, Concept of Port Connectivity, Role of ICD & CFS, FTWZ, SEZ.

UNIT IV	SHIP CHARTERING AND VOYAGE ESTIMATION	09 HOURS

Voyage Charter, Time Charter, Bareboat-cum-demise Charter, Contract of affreightment, Definition of a Tramp Voyage, Costs & Revenues of a typical voyage, Voyage Estimate exercise.

UNIT V	LEGAL ASPECTS OF PORT AGENCY	09 HOURS

Definition of a Carrier, Carrier's liability, COGSA, Hague Rules, Hague-Visby Rules, Hamburg Rules, Rotterdam Rules, Concept of Maritime Adventure, General Average sacrifice, Particular average, Average Adjustment process. Freight, Liens, Cesser Clause, Demurrage and Damages for Detention, Notice of Readiness, Port and Berth Charter parties, Hire / Off-hire, Anti- technicality clause, Delivery / Redelivery, Final voyage.

TOTAL 45 HOURS

COURSE OUTCOMES:

Upon completion of this course, the students will be able:

CO 1	Recognize the categorization of cargoes and ships at the classification level.
CO 2	Elaborate on the components of port agency at the comprehension level.
CO 3	Analyze the commercial dimensions of port management at the application level.
CO 4	Debate ship chartering and voyage estimation at the analysis level.
CO 5	Evaluate the legal dimensions of port agency at the synthesis level

REFERENCE BOOKS:

1. Ship broking and Chartering Practice, Ihre.R&Gordon.L, Publisher: Lloyd's of London Press
2. Maritime Economics, Martin Stopford, Publisher: Routledge.

TEXT BOOKS:

1. Elements of shipping, Alan Branch, Publisher: Sterling/ Routledge
2. Business & Law for the Shipmaster, F.N.Hopkins, Publisher: Brown, Son & Ferguson Ltd
3. 3. Commercial Shipping Handbook, Peter Brodie, Publisher: Lloyd's of London Press

WEBSITE LINK:

1. https://www.iss-shipping.com/services/port-agency/protective-agency/
2. https://www.handybulk.com/port-agents/
3. https://informaconnect.com/diploma-in-ship-and-port-agency/

KNOWLEDGE IS POWER

24DBLS13	TRANSPORTATION & DISTRIBUTION MANAGEMENT	L	T	P	O	C
		4	0	0	2	4

COURSE OBJECTIVES:

The main aim of this course is to understand role of distributors designing various distribution channels networking the role of transportation and Will effectively be able to manage transportations inventory warehousing various distribution channels costs and value measures.

UNIT I	DISTRIBUTION CHANNELS	09 HOURS

Role of Distribution in Supply Chain – Designing Distribution Channels.

UNIT II	DISTRIBUTION NETWORK DECISIONS	09 HOURS

Distribution Networks – Factors Influencing Distribution Network Decisions – Network Design &Optimization Approach and Techniques.

UNIT III	TRANSPORTATION MODE	09 HOURS

Role of Transportation in Supply Chain – Factors influencing Transportation Decisions – Modes of Transportation – Transportation mode Selection Process. Transportation Principles and Participants – Transportation Participants Transportation Modes, Performance Characteristics and Selection

UNIT IV	TRANSPORTATION COST	09 HOURS

Transportation Performance, Costs and Value Measures – Factors driving Transportation Costs – Categories of Transportation Costs – Transportation Routing Decisions

UNIT V	TRANSIT OPERATION SOFTWARE	09 HOURS

Transit Operation Software – Benefits of Transportation Software – Advanced Fleet Management System – Inter modal Freight Technology – Transportation Security Initiatives and Role of Technology.

TOTAL 45 HOURS

COURSE OUTCOMES:

Upon completion of this course, the students will be able:

CO-1: To get knowledge in transportation and distribution management.

CO-2: To have a in depth knowledge about the various transportation cost and technologies used in transportation and distribution management.

CO-3: Describe the basic concepts of transportation management and its essential role in Demand fulfillment.

CO-4: Identify the key elements and processes in managing transportation operations and how they interact.

CO-5: Identify principles and strategies for establishing efficient, effective, and sustainable Transportation operations.

REFERENCE BOOKS:

1. Transportation Management – Imperatives and Best Practices, S. Jaya Krishna, ICFAI University Press, 4 th Edition,2007.
2. Marine Transportation Management, Henry S. Marcus, Auburn House Pub. Co.,5 th Edition, 19812.
3. Management of Transportation, Bardi Edward J., Cengage Learning (Thompson), 12th Edition 20012 [International Edition]

TEXT BOOKS:

1. Management of Modern City Transportation System, M Mustafa K KDewan, Deep & Deep Publications Pvt. Ltd., 1-st Edition, 2004.
2. Edward frazelle "Transportation and distribution management McGraw-Hill Education, 3rd Edition,2004.

WEBSITES:

1. https://www.netsuite.com/portal/resource/articles/erp/distribution-management.shtml
2. https://www.tecsys.com/blog/20112/012/role-of-the-distributor-in-a-demand-driven.

WEBSITE LINK:

1. https://slideplayer.com/slide/12358480/
2. https://www.slideserve.com/tovah/distribution-and-supply-chain-management

24DBLS14	HAZARD ANALYSIS AND RISK ASSES	L	T	P	O	C
		4	0	0	2	4

COURSE OBJECTIVES:

Equip students with the skills to identify potential hazards in various environments and to assess and mitigate associated risks through systematic analysis and strategic planning. This course aims to enhance participants' ability to implement effective safety protocols and compliance measures in their professional settings.

UNIT I	HAZARD IDENTIFICATION AND RISK ANALYSIS	09 HOURS

Hazard and risk, Types of hazards - fire, explosion and toxic gas release, Structure of hazard identification and risk assessment. Identification of hazards: Inventory analysis, Fire and explosion hazard rating of process plants - The Dow Fire and Explosion Hazard Index, The Mond Index, Plant layout and unit hazard rating, Preliminary hazard analysis, Hazard and Operability study (HAZOP), What If analysis, Case studies.

UNIT II	SAFETY ORGANIZATION INTRODUCTION	09 HOURS

Safety organization – Objectives, types, functions, Roles of Management, supervisors, workmen, unions, government, voluntary agencies in safety, and Safety policy. Safety Officer – responsibilities, authority. Safety Committee – needs, types, advantages. Accident Prevention Methods – Education and Enforcement.

UNIT III	SAFETY EDUCATION AND TRAINING	09 HOURS

Safety Education and; Training-Importance, Various training methods, Effectiveness of training, Behavior-oriented training. Communication- purpose, barrier to communication. Housekeeping: Responsibility of management and employees. Advantages of good housekeeping. 5s of housekeeping. Work permit system- objectives, hot work and cold work permits. Typical industrial models and methodology. Entry into confined spaces.

UNIT IV	SAFETY PERFORMANCE MONITORING	09 HOURS

Personal protection in the work environment, Types of PPEs, Personal protective equipment respiratory and non-respiratory equipment. Standards related to PPEs. Monitoring Safety Performance: Frequency rate, severity rate, incidence rate, activity rate. Cost of accidents -Computation of Costs- Utility of Cost data. Plant safety inspection, types, inspection procedure. Safety sampling techniques. Job safety

analysis (JSA), Safety surveys, and Safety audits. Safety Inventory Technique.

UNIT V	ACCIDENT INVESTIGATION AND REPORTING	09 HOURS

Accident investigation- Why? When? Where? Who? and How? Basics- Man- Environment and Systems. Process of Investigation -Tools-Data Collection- Handling witnesses- Case study. Accident analysis -Analytical Techniques-System Safety-Change Analysis- MORT-Multi Events Sequencing-TOR.

TOTAL 45 HOURS

COURSE OUTCOMES:

Upon completion of this course, the students will be able:

- CO 1 Understand the functions and activities of the safety engineering department.
- CO 2 Carry out a safety audit and prepare a report for the audit.
- CO 3 Prepare an accident investigation report.
- CO 4 Estimate the accident cost using supervisor reports and data.
- CO 5 Identify various agencies, support institutions and government organizations involved in safety training and promotion.

REFERENCE BOOKS:

1. HeKrishnan, N.V. (1997). Safety management in Industry. Jaico Publishing House, New Delhi.

TEXT BOOKS:

1. Akhil Kumar Das, “Principles of Fire Safety Management” Eastern Economy Edition, 2020.
2. Alan Waring. (1996). Safety management system. Chapman & Hall, England.

WEBSITE LINK:

1. https://archive.nptel.ac.in/courses/110/105/110105160/
2. https://archive.nptel.ac.in/courses/110/105/110105094/
3. https://archive.nptel.ac.in/courses/103/107/103107156/
4. https://archive.nptel.ac.in/courses/114/106/114106042/

24DBLS15	LINER SHIPPING BUSINESS	L	T	P	O	C
		4	0	0	2	4

COURSE OBJECTIVES:

Provide a comprehensive understanding of the liner shipping industry, including its operational practices, economic significance, and regulatory environment. Students will gain the skills needed to analyze marke trends, manage shipping logistics, and apply strategic decision-making in a global context.

UNIT I	FUNDAMENTALS OF LINER SERVICES	12 HOURS

Characteristics of Liner Services – Liner Trade routes – Types of Liner shipping operators – Break Bul Liner services – Roll on/off Liner services – Container Liner services – Passenger / Cruise Liner services.

UNIT II	FUNCTIONS OF LINER SERVICES	12 HOURS

Organization structure of a containerized Liner Shipping company – Operations, Technical & Commercia functions – Marketing of Liner services – Appointment & management of Liner Agencies – Standard Line Agency Agreement.

UNIT III	LINER CARGO HANDLING	12 HOURS

Handling of Liner cargo – Liner cargo stevedoring – Types of cranes used for handling Liner cargo Unitization of cargo & evolution of containerization – Types of containers & their features, applications World container fleet & methods of container acquisition viz. purchase, leasing.

UNIT IV	TYPES OF LINER SERVICES	12 HOURS

Types of Liner Services – Independent service – Consortium / Alliance services – Direct vs Transshipmer services – Short Sea feeder services – Liner freight rate structure & economics of a typical liner voyage Liner conferences.

UNIT V	E-COMMERCE ROLE	12 HOURS

E-commerce applications in Liner companies – Internet Portals – Electronic Direct Interchange (EDI) c data by Liner companies with Terminals, Liner agents – Equipment control systems – Container Interchang services.

TOTAL 60 HOURS

COURSE OUTCOMES:

Upon completion of this course, the students will be able:

CO1: Describe the characteristics of liner services and their types

CO2: Explain the different functions of liner services.

CO3: List the different types of liner services.

CO4: Identify the nature of handling of liner cargo

CO5: Describe the role of e-commerce in shipping.

REFERENCE BOOKS:

1. Gilman, S. (19812). The competitive dynamics of container shipping. Aldershot: Gower.
2. Pearson, R., &Fossey, J. (1985). World deep-sea container shipping: A geographical, economic an statistical analysis. Aldershot: Gower
3. Deakin, B. M., & Seward, T. (1973). Shipping conferences: A study of their origins, developmer and economic practices. Cambridge: Cambridge University Press.

TEXT BOOKS:

1. Abrahamsson, B.J. (2020). International Ocean Shipping: Current Concepts and Principles. S.L Routledge.

WEBSITE LINK:

1. https://www.youtube.com/watch?v=IE-njMj5nng
2. https://www.youtube.com/watch?v=vrzwLPz5vzI
3. https://www.youtube.com/watch?v=GnZoQwWzM_w
4. https://www.youtube.com/watch?v=IE-njMj5nng

24DBLS16	EXPORT IMPORT DOCUMENTATION	L	T	P	O	C
		4	0	0	2	4

COURSE OBJECTIVES:

To provide the participants with a good knowledge on to impart knowledge on export trade, types of trades, and formalities for trade & To impart knowledge on legalities of export trade and the documentation process of it.

UNIT I	EXPORT	12 HOURS

Meaning and Definition of Export – Classification – Strategy and Preparation for Export Marketing – Registration Formalities –Export Licensing – Selection of Export Product – Identification of Markets– Methods of Exporting–Payment Terms–Letter of Credit–Liberalization of Imports– Negative List for Imports – Categories of Importers.

UNIT II	DOCUMENTATION	12 HOURS

Aligned Documentation system – Commercial Invoice – Shipping Bill – Certificate of Origin-ConsularInvoice–Mate‟sReceipt–BillofLading–GRForm–ISO9000–Procedureforobtaining ISO 9000 – BIS 14000 Certification – Types of Marine Insurance Policies – Import Documents-Transport Documents – Bill of Entry – Certificate of Inspection – Certificate of Freight Declaration. Electronic Filling of import and export documents

UNIT III	EXPORT CONTRACTS	12 HOURS

Steps in Export Procedure – Export Contract – Forward Cover – Export – Finance Institutional Frame worked for export Finance – Excise Clearance – Pre-shipment Inspection – Methods of Pre- shipment Inspection Marine – Insurance – Role of Clearing and Forwarding Agents – Shipping and Customs Formalities – Customs EDI System – Negotiation of Documents.

UNIT IV	PRE- IMPORT PROCEDURES	12 HOURS

Realization of Exports Proceeds – Pre-Import Procedure – Steps in Import Procedure – Legal Dimensions of Import Procedure – Customs Formalities for Imports – Warehousing of Imported goods – Exchange Control Provisions for Imports – Retirement of Export Documents – Town of Export Excellence. Recent Amendments.

UNIT V	FOREIGN TRADE POLICY	12 HOURS

Policy and Institutional Framework for Exports and Imports Foreign Trade Policy – Highlights – Special

Focus Initiatives–Duty Drawback–Deemed Exports–ASIDE–MAI&MDA–Star Export Houses – EPCG Scheme – Incentives for Exporters – Export Promotion Councils – Commodity Boards–FIEO–IIFT–EOUs–SEZs–ITPO–ECGC–EXIM Bank.-India New Foreign Trade Policy 2012 – 2020.

TOTAL 60 HOURS

COURSE OUTCOMES:

Upon completion of this course, the students will be able:

CO-1: Identify and select export product

CO -2: List methods of marketing

CO-3: Explain the process for obtaining quality certification

CO-4: Enumerate the types of marine insurance policies

CO -5: State the export and import procedure.

REFERENCE BOOKS:

1. Usha Kiran Rai, "Export-Import and Logistics Management", Asok Publication, 8thEdition, 2000.
2. T E. Johnson,DL. Bade, "Export/Import Procedures and Documentation", AMACOMpublication.12th Edition, 2011.
3. Thomas E Johnson and DonnaL Bade, "Export and Import Procedures and Documentations", Amacom book, 4th edition 19912.

TEXT BOOKS:

1. Thomas E. Johnson, "Export/Import Procedures and Documentation", Amacom; 4th Edition, 2010.
2. Rama Gopal, CA.C, "Export Import Procedures - Documentation and Logistics", New Age International, By: Shri C, 1st Edition, 2012.
3. Rai, Ushakiran, "Export Import & Logistic management", AMACOM publication, 2nd Edition 1992.

WEBSITES:

1. https://www.dripcapital.com/en-in/resources/blog/documents-for-export-customs-clearance
2. https://www.shippingsolutions.com/blog/documents-required-for-international-shipping

WEBSITE LINK:

1. https://www.slideshare.net/DelwinArikatt/export-import-documentation

24DBLS17	AIR CARGO AND LOGISTICS MANAGEMENT	L	T	P	O	C
		4	0	0	2	4

COURSE OBJECTIVES:

To provide comprehensive knowledge on the processes, regulations, and best practices in the air cargo industry, equipping students with the skills to efficiently manage and optimize air freight operations. The objective is to enhance understanding of the logistics chain, from shipment booking to delivery, ensuring compliance and operational efficiency.

UNIT I	AIR TRANSPORTATION IN LOGISTICS	12 HOURS

Introduction-Significance of Air Transportation in Logistics-Air Transportation as a Means of Conquering Time and Space-Features and Facilities Offered by Air Cargo Ways-Factors Influencing Growth in Air Logistics and Air Suitability for Different Cargo-Innovative Schemes/Facilities to Popularize Air Cargo Logistics in India.

UNIT II	AIRWAYS AND LOGISTICS ECONOMICS	12 HOURS

Freight Determination for Cargo in Airways-Freight Levels and Air-Cargo Elasticity-Route Scheduling: An Overview-Air Cargo Consolidation: Arrangements for Pooling at and Distribution from Airports-Technology, Cost, Speed, Security and Dynamics and Competition with Other Modes-Air Cargo Logistics in India.

UNIT III	RANGE OF SERVICES	12 HOURS

Priority Overnight/Same Day-Air Cargo Loading Limitations: Cargo Needing Special Attention in Handling Live Animals, Dangerous Goods, Human Remains, Valuables, Perishables, etc.- Aircraft Loading, Loading Control, Loading Procedure, Trimming and Loading Distribution-Understanding Unit Loading Device (ULD) and its Varied Aspects-Freighters and Sub-Charters.

UNIT IV	AIR CARGO DOCUMENTATION	12 HOURS

Shipper's Export Declaration, Certificate of Origin, Export License, Commercial Invoice, Certificate of Origin, Bill of Lading-Insurance Certificate, Export Packing List, Import License, Consular Invoice-Understanding Air Waybills (AWBS And BLS) - Inspection Certification and Other Documents-Dock and Warehouse Receipt, Destination Control Statement- Packing, Labelling and Marking.

UNIT V	AIR CARGO FREIGHT RATES	12 HOURS

Air Cargo Freight Rates: Tariff Determinants, Competition and Value of Service, Chargeable Weight, Volume Weight & Dimensions-Currencies and Rounding Off Procedures; Voyage and Time Charters-Major Aircargo Crafts and Their Features-Some Important Concept Of Air Freight.

TOTAL 60 HOURS

COURSE OUTCOMES:

Upon completion of this course, the students will be able:

CO 1Acquire the knowledge of Air cargo, Transportation

CO 2 Identify various Airport technology, Cargo in Airways in supply chain management.

CO 3 Understand the ULD management system in handling Air cargo.

CO 4 Stay current with the latest trends in Documentations.

CO 5 Understand the Tariff Determinants.

REFERENCE BOOKS:

1. Handbook of Logistics & Distribution Management by Alan Rushton.
2. Logistics of International Trade by John Hoffmann
3. Air Cargo Management by Michael sales.

WEBSITE LINK:

1. **https://mis.alagappauniversity.ac.in/siteAdmin/ddeadmin/uploads/4/__PG_M.B.A%20Logistics%20Management_English_Air-Cargo%20Logistics_CRC_5142.pdf**
2. **https://baou.edu.in/assets/pdf/BLSATR_2012_slm.pdf**
3. **https://cpacollege.ac.in/assets/uploads/11242124407ACM_NOTE_pdf.pdf**

24DBLS18	PORT AND TERMINAL MANAGEMENT	L	T	P	O	C
		4	0	0	2	4

COURSE OBJECTIVES:

To equip students with comprehensive knowledge and skills to efficiently manage port and termina operations, focusing on optimizing logistics, ensuring regulatory compliance, and enhancing operationa efficiency. It covers strategic planning, safety management, and the latest technological advancements i the port industry.

UNIT I	MAJOR AND MINOR PORTS	12 HOURS

Difference between Major and Minor Ports – State owned ports - Ports in India - Natural Harbors - New Ports to be developed in India - Major Ports of the World - Largest Port in the world - Port Officials and their roles - Role of Ports - Port users.

UNIT II	TERMINALS	12 HOURS

Container Terminals - Privatization of Terminals - Reason for Privatization –PPP Projects - Major Terminal Operators in India - Terminal Operators of the world - Privatization the need of the hour - Agreement between and existing Port Terminal and the new operator – Coal, Liquid bulk, LNG Terminals.

UNIT III	IMPORT AND EXPORT CYCLE	12 HOURS

Import Cycle - Export Cycle - Positions and Places in a Terminal - Facilities in a Terminal – Yard planning – Vessel ship planning – stacking of refrigerated & hazardous containers - Container Monitoring and stacking – Types of ships and containers – CFS, ICD & its roles - CFS inside a Terminal - Reasons for Congestion of a terminal - de-congesting the terminal - Window berthing system in a terminal.

UNIT IV	MAJOR PORT TRUST ACT	12 HOURS

Trust Act - Port as a custodian of the cargo - Transit sheds - Cargo receivers – Types of Cargo – goods handled in port - Wharfs and Berths - Various berths in a Port - Meaning of Berth Restrictions – Draught - Port equipments and damage - Extra services - Berth reservation schemes

UNIT V	PORT TARIFF	12 HOURS

Port Tariff - Pilots and their duties - Tugs and its usage - Night navigations - Light Dues - Tariff Authorities of Major Port - Revision of rates - Port Trustees - Safety Procedures - Introduction of ISPS – SOLAS - Damage to Port property by ships - Compensation and confiscation of cargo to adjust dues – Plant & Quarantine – Guidelines – Import & Export clearances.

TOTAL 60 HOURS

COURSE OUTCOMES:

Upon completion of this course, the students will be able:

CO 1 Describe the role of ports, features and different forms of ownership structure of ports.

CO 2 Explain the role, organisation and operations of different terminal operators

CO 3 Apply relevant frameworks and methods to address commercial and operational issues in port and terminal management.

CO 4 Analyze the role of Port Trust Act in organisation and operation of ports and terminals in promoting the efficiency of the maritime and logistics sector

CO 5 Evaluate port charges and port compensation related issues.

REFERENCE BOOKS:

1. Captain Bill Chalmers,FICS .2020.Port and Terminal Management. London, UK
2. WORLD BANK. 2007, Port Reform Tool Kit. World Bank, Washington.
3. MARIA G.BURNS. 2014., Port Management and Operations. CRS Press, U.K.

TEXT BOOKS:

1. ALAN E.BRANCH. 2008, Elements of Shipping. Chapman and Hall, Fairplay Publications, U.K
2. Evrim Ursavas Guldogan, Port Operations and Container Terminal Management with applications

WEBSITES:

1. https://informaconnect.com/uploads/MSc-in-Port-and-Terminal-Management-with-Maritime-L
2. ogistics-Brochure---FINAL2022-24d6d342f3a97697fc8ab24902453877.pdf

WEBSITE LINK:

1. https://www.lamar.edu/academics/degrees/port-management/port-and-terminal-management-masters-degree.html
2. https://www.aclanguageschool.com/product/port-and-terminal-management-transportation-online-courses/

24DBLS19	INLAND WATERWAYS MANAGEMENT	L	T	P	O	C
		4	0	0	2	4

COURSE OBJECTIVES:

To discuss about the inland transportation and the logistic avenues in inland transportation management a sea, To explain in safety aspects in the inland transportation management, Cost benefit analysis on usin inland waterways & latest trends & To explain about the use of technology to support inland waterways fo transportation.

UNIT I	MODES OF TRANSPORTS	12 HOURS

Sea trade-Role of ocean transport-various modes of transports and its merits and demerits- Introduction inland waterways in India-development of coastal shipping-nature and scope – inland waterways-ImportanceinIndia-waterwaysforlogisticsandsupplychainmanagement- vessel safely on the Inland Waterways.

UNIT II	BRIDGES & TUNNELS	12 HOURS

Bridges & Tunnels-Bridge operations and Use of tunnels -The Rules of the Road-By-laws and local traffic regulations -National regulations.

UNIT III	SAFETY	12 HOURS

Boat safety-Use of fire extinguishers-Watertight integrity -Fire hazards, particularly gas and petrol--Refloating after grounding - Personal Safety-Risks involved in the water, including cold shock Avoidance of personal injury, including crush injuries and threats in water and precaution strategies

UNIT IV	RISK	12 HOURS

Special risks children-Checks be undertaken periodically -Undertake checks be carried out before and whilst running-Common boating terms --Loading and weight distribution-Inter- action and canal effect.

UNIT V	ENVIRONMENT	12 HOURS

Care Of The Environment-Avoiding damage banks, boats, flora and fauna Pollution avoidance-Consideration for water users –Cost benefit analysis on using inland waterways- latest trends and use of technology support inland waterways for transportation.

TOTAL 60 HOURS

COURSE OUTCOMES:

Upon completion of this course, the students will be able:

CO-1: Identify the mode of transportation.

CO-2: Describe the implementation of inland waterways in India

CO-3: Describe the Bridges & Tunnel system for logistics.

CO-4: Describe the National regulations for logistics in India

CO-5: Explain on the concepts of boating safety.

REFERENCE BOOKS:

1. Walter Havighurst, Voices on the river,, Castle Books,1 st Edition,2009
2. Robin Knox and Johnston ,The Conway History of Seafaring in the Twentieth Century, Potoma Books Inc.,3 rd Edition,2000
3. Richard Woodman, The history of the ship , Richard Woodman, LyonsPr, 2 nd Editon,1998.

TEXT BOOKS:

1. Charles W. Howe, Joseph, Inland Waterway Transportation: Studies in Public and Privat Management,3 rd Edition,20112.
2. Derek Lundy, The way of a ship Penguin Random House UK, 5 th Edition,2004.

WEBSITES:

1.https://eeagrants.org/topics-programmes/environmental-protection-and-management.

2.https://www.gwp.org/globalassets/global/gwp cacena_files/en/pdf/ecosystem_e.pdf

WEBSITE LINK:

1. https://www.slideshare.net/saihemant/inland-waterway-transportation-iwt-in-india
2. https://www.slideshare.net/ibaronina/inland-waters-7998558

24DBLS20	AIRPORT OPERATIONS MANAGEMENT	L	T	P	O	C
		4	0	0	2	4

COURSE OBJECTIVES:

To provide the students with a good knowledge on Airport management and Airline Operations and its services.

UNIT I	INTRODUCTION TO AVIATION IN INDIA	12 HOURS

History of Aviation- Development of Air transportation in India-Major players in Airline Industry-Swot analysis in Airline Industry-Market potential of Indian Airline Industry- Current challenges in Airline Industry-Completion in Airline Industry-IATA & ICAO.

UNIT II	AIRPORT MANAGEMENT	12 HOURS

Airline Terminal Management-Flight Information Counter/Reservation and Ticketing-Check In/Issue of Boarding pass-Customs and Immigration formalities-Co-ordination-Security Clearance-Baggage and -Handling of Unaccompanied minors and Disabled Passengers Handling of Stretcher Passengers and Human Remains-Handling of CIP,VIP & VVIP-Coordination of Supporting Agencies /Departments.

UNIT III	AIR TRANSPORT SERVICES	12 HOURS

International trends-Emerging Indian scenario-PPP- Public Private Participation in Indian Airports-Environmental regulations-Private participation in International developments Environment regulations-Regulatory issues-Meteorological services for Aviation-Airport fees, rates, and charges.

UNIT IV	AIRLINE OPERATIONS	12 HOURS

Airport planning-Operational area and Terminal planning, design, and operation-Airport operations-Airport functions-Organization structure of Airline and Airports sectors Airport authorities-Global and Indian scenario of Airport management – DGCA –AAI.

UNIT V	AIRPORT PLANNING AND SURVEYS	12 HOURS

Runway length and width, sight distances-longitudinal and transverse,-runway intersections, taxiways-clearances, aprons, numbering, holding apron.-Air Traffic Control and Aids-Runways and taxiways markings-day and night landing aids-airport lighting and other associated aids.

TOTAL 60 HOURS

COURSE OUTCOMES:

Upon completion of this course, the students will be able:

Co – 1: To acquire understanding of Aviation history

Co – 2: To understand about airport management and handling passengers

Co – 3: To acquire an overview of the major issues and challenges airline and airport management is facing

Co – 4: To acquire understanding of the major Regulatory authorities like DGCA, AAI

Co – 5: Knowing the various service providers by ATC and Division of responsibility of control.

REFERENCE BOOKS:

1. P.S.Senguttuvan –Fundamentals of Airport Transport Management – McGraw Hill 2003

2. Richard De Neufville – Airport Systems: Planning, Design, and Management.- McGraw-Hill, London 2007.

TEXT BOOKS:

1. Wells.A-Airport Planning and Management, 4th Edition-McGraw-hill, London-2000.

2. Alexander T.Well, Seth Young –Principles of Airport Management-McGraw Hill 2003

3. Graham.A-Managing Airport an International Perspective –Butterworth Heinemann, Oxford-2001.

WEBSITES:

1. https://www.faa.gov/air_traffic/publications/atpubs/aim_html/chap4_section_3.html
2. https://in.indeed.com/career-advice/finding-a-job/what-do-airport-managers-do

WEBSITE LINK:

1. https://www.slideshare.net/slideshow/airport-management-87477001/87477001
2. https://www.slideshare.net/AiDY/overview-on-airport-operation-presentation

24DBLS21	FINANCIAL AUDITING	L	T	P	O	C
		3	0	0	2	3

Course Objectives:

Introduce students to the fundamental concepts of auditing, including the role of auditors, audit objectives, and professional responsibilities.

UNIT I	INTRODUCTION TO AUDITING	9 HOURS

Overview of auditing principles and practices - Role of auditors in financial reporting - Importance of ethical behavior in auditing

UNIT II	AUDIT PLANNING AND RISK ASSESSMENT	9 HOURS

Understanding audit risk - Developing an audit plan - Assessing internal controls.

UNIT III	AUDIT EVIDENCE AND PROCEDURES	9 HOURS

Types of audit evidence - Audit sampling techniques - Performing substantive procedures

UNIT IV	AUDIT TESTING AND DOCUMENTATION	9 HOURS

Audit testing methods (e.g., substantive testing, tests of controls) - Proper documentation of audit work

UNIT V	AUDIT REPORTING AND COMMUNICATION	9 HOURS

Forming audit opinions - Writing audit reports - Communicating findings to stakeholders

TOTAL 45 HOURS

COURSE OUTCOMES:
CO1: To know the role of auditors CO2: To develop an audit plan CO3:To create audit Evidence CO4:To create proper document CO5: To report the outcome of auditing
TEXT BOOKS (LATEST EDITION):
Auditing: Principles and Practice & quote; by Ravinder Kumar and Virender SharmaTaxman Publications Pvt. Ltd Practical Approach to Auditing & quote; by CA Pankaj Garg, Taxman Publications Pvt. Ltd
REFERENCES:
Handbook on Auditing Practices & quote ; by Dr. A.K. Gupta, Bharat Law House Pvt. Ltd.
REFLECTIVE EXERCISES AND CASES:
https://www.pcaobus.org/ https://www.pcaobus.org/

24DBLS22	INTERNATIONAL STANDARD ORGANISATIONAL AUDITING	L	T	P	O	C
		4	0	0	2	4

Course Objectives:

Understand the fundamental principles and concepts of ISO auditing.

UNIT I	INTRODUCTION TO ISO AUDITING	09 HOURS

Introduction to ISO standards and their benefits - Principles and concepts of ISO auditing

ISO 19011: Guidelines for Quality and/or Environmental Management Systems Auditing

UNIT II	PLANNING FOR AN AUDIT	09 HOURS

Developing an audit plan based on risk assessment - Defining the scope and objectives of the audit - Preparing audit checklists and documentation.

UNIT III	ISO STANDARD MAPPING	09 HOURS

Specific requirements and clauses of the ISO 9001 - Mapping the standard's requirements to the audit process - Identifying key control points and audit trails

UNIT IV	CONDUCTING THE ISO AUDIT	09 HOURS

Conducting opening and closing meetings - Leading effective audit interviews and gathering evidence - Utilizing observation and record review techniques.

UNIT V	REPORTING	09 HOURS

Preparing a clear and concise audit report - Reporting nonconformities and corrective action plans - Communicating audit findings to management.

TOTAL 45 HOURS

COURSE OUTCOMES:
CO1: To understand the concepts of ISO auditing CO2: To be able to plan for the audit CO3: To know the mapping CO4: To discern the review techniques CO5: Preparing the report
TEXT BOOKS (LATEST EDITION):
1. Ryan Leonard , ISO 9001:2015 Internal Auditing: Guidance for Nonconformity Identification and Corrective Action by.
REFERENCES:
The ASQ ISO 9001:2015 Auditor Handbook by Patricia Wheeler.
REFLECTIVE EXERCISES AND CASES:
1. https://www.iso.org/certification.ht

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KNOWLEDGE IS POWER

24DBLS23	WAREHOUSING & INVENTORY MANAGEMENT	L	T	P	O	C
		4	0	0	2	4

COURSE OBJECTIVES:

Provide students with analytical skills that are necessary for the understanding of inventory and warehousing management knowledge and principles. This subject emphasizes the importance of the roles and functions of inventory and warehousing operations in logistics and supply chain management. This subject also provides students with the basic knowledge and skills regarding the design and management of warehousing operations.

UNIT I	INTRODUCTION TO WAREHOUSING	12 HOURS

Introduction to Warehouse Concepts Decisions and Operations: Introduction-Definition of Warehouse-Need for Warehousing-Selection of Warehouse-Sequence of Warehousing Decisions-Types of Warehouses-Factors determining location of warehouse-Characteristics of Ideal Warehouse.

UNIT II	WAREHOUSING OPERATIONS	12 HOURS

Factors affecting number of warehouses-Functions of Warehouse-Warehouse Operations

UNIT III	STORAGE SYSTEM	12 HOURS

Centralized and Decentralized-Storage Systems-Palletized Storage Systems

UNIT IV	INTRODUCTION TO INVENTORY	12 HOURS

Introduction to Inventory Management-Role in Supply Chain-Role in Competitive Strategy-Role of Inventory Control-Functions of Inventory-Types of Inventory-Inventory - Cost-Need to hold Inventory-Mechanics of Inventory Control-Selective Inventory Control Economic Order Quantity-Just In Time System-Warehouse Management System.

UNIT V	MATERIALS REQUIREMENT AND PLANNING	12 HOURS

Need of Warehouse Management System-Master Production Scheduling-Material Requirement Planning-Distribution Requirement Planning-Comparison between independent and Dependent Demand Systems-Inventory Records-ABC Inventory Control Fundamentals of various types of material handling Equipment-Types of Conveyors-Bar Code-Benefits of Bar Coding-Tracking- Inventory Management-Validation-RFID-Principle of RFID-Benefits of RFID-Antenna- Potential Benefits of RFID.

TOTAL 60 HOURS

COURSE OUTCOMES:

Upon completion of this course, the students will be able:

CO-1: To get knowledge in warehousing and inventory management

CO-2: Identify and Analyze Business Models, Business Strategies and corresponding Competitiv Advantage

CO-3: To understand how Managers, take decisions – strategic, tactical and operations and how they ar taken in Warehouse Management functional area

CO-4: Comparing operational warehouse processes using terminology, concepts and methods of warehous management/operations.

CO-5: To demonstrate the importance of optimum inventory and efficient warehousing management i business.

REFERENCE BOOKS:

1. 1. Warehouse Management and Inventory Control, J P Saxena, Vikas Publication House Pvt Ltd,1 st Edition,2003.
2. Warehouse Management: Automation AndOrganisation Of Warehouse and Order Picking System 3 rd Edition [With CDROM],2003.
3. Michael Ten Hompel, Thorsten Schmidt, Springerverlag, First Edition, 2012.

TEXT BOOKS:

1. 1. Management Guide to Efficient Money Saving Warehousing, Stephen Frey, Gower, 5 t Edition,1982.
2. P.M price and N.J Harrison warehouse management and inventory control. 2nd Edition,2007.

WEBSITES:

1. https://www.easyship.com/blog/how-to-select-a-warehouse
2. https://ithinklogistics.com/blog/factors-to-consider-while-selecting-a-warehouse/

WEBSITE LINK:

1. .https://balloonone.com/blog/2017/08/07/warehouse-layout-factors/

24DBLS24	INTERNATIONAL BUSINESS	L	T	P	O	C
		4	0	0	2	4

Course Objectives:

- To discuss current conceptual and theoretical models, issues, and concerns in international business administration.
- To describe current practices, issues, and concerns in international business administration.
- To apply current business practices to the management of international businesses.
- To summarize significant differences in business practices in different parts of the world and understand how these differences affect managing companies in various countries.

UNIT I	INTERNATIONAL BUSINESS ENVIRONMENT	12 HOURS

International Business Environment - Globalization - Forces, Meaning, dimensions and stages in Globalization – Kenchi Ohmae Model - Introduction to theories of International Trade by Adam Smith, Ricardo and Ohlin and; Heckler - Trading Environment of International Trade - Tariff and Non-tariff Barriers - Trade Blocks - Rise of new economies like Japan, South East Asia and China.

UNIT II	RISK ANALYSIS	12 HOURS

Country Risk Analysis - Political, Social and Economic - Cultural and Ethical practices - Responsibilities of International Business - Economic crisis of Brazil, Mexico, India, South East, Asia and Argentina. Managing Multinational Enterprises - Problems and Potential - Multinational Service Organizations - Indian companies becoming multinationals - Potential, Need and Problems.

UNIT III	INTRODUCTION TO INTERNATIONAL FINANCIAL MANAGEMENT	12 HOURS

Introduction to International Financial Management - Balance of Trade and Balance of Payment - International Monetary Fund, Asian Development Bank and World Bank - Financial Markets and Instruments - Introduction to Export and Import Finance - Methods of payment in International Trade.

UNIT IV	TRADE LAWS	12HOURS

Bilateral and Multilateral Trade Laws - General Agreement on Trade and Tariffs, (GATT),

World Trade Organization - Seattle and Doha round of talks - Dispute settlement mechanism under WTO - Problems of Patent Laws - International convention on competitiveness.		
UNIT V	**INTERNATIONAL MARKETING**	**12 HOURS**
International Marketing - Entry strategies - Market selection – Barriers. Global sourcing and its impact on Indian Industry - Globalization and internal reform process - India&# 39; s competitive advantage in industries like IT, Textiles, Gems & amp ; Jewelry etc. - Potential and threats.		
		TOTAL 60 HOURS

COURSE OUTCOMES:

CO – 1: Define the concept of International Business environment. Evaluate the models and; theories of international trade.

CO – 2: Describe the concept of country risk analysis and responsibilities of International business. Analyze the economic crisis of developing countries.

CO – 3: Explain the international finance management. Identify the various import and export procedures.

CO – 4: Outline the trade laws of international business. Evaluate the functions of WTO, GATT and World banks.

CO – 5: Describe the International marketing strategies. Explain global sourcing and its impact on Indian industries.

TEXT BOOKS (LATEST EDITION):

1. Charles W.I. Hill and Arun Kumar Jain, International Business, 6th edition, Tata McGraw Hill, 2009.

2. John D. Daniels and Lee H. Radebaugh, International Business, Pearson Education Asia, New Delhi, 13th edition, 2010.

REFERENCE BOOKS:

1.K. Aswathappa, International Business, Tata Mc Graw Hill, 2008.

2. Michael R. Czinkota, Ilkka A. Ronkainen and Michael H. Moffet, International Business, Thomson, Bangalore, 8th edition, 2009.

3. Aravind V. Phatak, Rabi S. Bhagat and Roger J. Kashlak, International Management, Tata Mc Graw Hill, 2nd edition, 2008.

4. Oded Shenkar and Yaong Luo, International Business, John Wiley Inc, Noida, 2 nd edition, 2007.

WEB LINKS:

1. https://www.sscasc.in/wp-content/uploads/downloads/MCOM/International-Business.pdf
2. https://www.iitmanagement.com/images/Gallery/INTERNATIONAL%20BUSINESS.pdf
3. https://www.shobhituniversity.ac.in/pdf/econtent/International-Business-Unit-1-Dr-Neha-Yajurvedi.pdf
4. https://dde.pondiuni.edu.in/files/StudyMaterials/MBA/MBA4Semester/General/4InternationalBusiness.pdf
5. https://ncert.nic.in/textbook/pdf/kebs111.pdf
6. https://ebooks.lpude.in/management/mba/term_3/DMGT545_INTERNATIONAL_BUSINESS.pdf

24DBLS25	TOTAL QUALITY MANAGEMENT	L	T	P	O	C
		4	0	0	2	4

COURSE OBJECTIVES:

The objective of this course is to acquaint the students with the basic concept of total quality management is a system that serves to control quality in the critical activities of an organization by bringing together resources, equipment, people and procedures. It uses techniques and principles such as quality function deployment, Taguchi method, service quality management, quality audits and Six Sigma to control quality in every sphere of activity in an organization.

UNIT I	BASIC CONCEPTS AND ORIGIN OF TQM	12 HOURS

Basic Concept of Total Quality – Evolution of Total Quality Management – Cost of Quality – Quality Productivity – Components of Total Quality Loop.

UNIT II	PRINCIPLES AND PHILOSOPHIES OF QUALITY MANAGEMENT	12 HOURS

Overview of the contributions of Deming, Juran Crosby, Masaaki Imai, Feigenbaum, Ishikawa, Taguchi techniques – introduction, loss function-Concepts of Quality circle, Japanese 5S principles and 8D methodology.

UNIT III	STATISTICAL QUALITY CONTROL AND INSPECTION	12 HOURS

Meaning and significance of statistical process control (SPC) – construction of control charts for variables and attributed. Process capability – meaning, significance and measurement -concepts of process capability.

UNIT IV	TOOLS AND TECHNIQUES FOR QUALITY MANAGEMENT	12 HOURS

Quality functions development (QFD) – Benefits, Voice of customer, information organization, House of quality (HOQ), building a HOQ, QFD process. Failure mode effect analysis (FMEA) – requirements of reliability, failure rate, FMEA stages, design, process and documentation. Seven old (statistical) tools. Seven new management tools. Bench marking and POKA YOKE.

UNIT V	QUALITY SYSTEM ORGANISING AND IMPLEMENTATION	12 HOURS

Introduction to IS/ISO 9004:2000 – quality management systems – guidelines for performance improvements. Quality Audits.

TOTAL 60 HOURS

COURSE OUTCOMES:

Upon completion of this course, the students will be able:

CO-1. To evaluate the principles of quality management and to explain how these principles can be applied within quality management systems.

CO-2. To identify the key aspects of the quality improvement cycle and to select and use appropriate tools and techniques for controlling, improving and measuring quality.

CO-3. To appraise the organizational, communication and teamwork requirements for effective quality management

CO-4. To analyses the strategic issues in quality management, including current issues and developments, and to devise and evaluate quality implementation plans

CO-5.To be able to outline the ISO audit procedures.

REFERENCE BOOKS:

1. Shridhara Bhat, Total Quality Management, Himalaya Publishing house, 2 nd Edition,2012.

2. James R. Evans and William M. Lindsay, "The Management and Control of Quality", 8th Editio First Indian Edition, Cengage Learning, 2012.

TEXT BOOKS:

1. 1. Dale H.Besterfield et al, Total Quality Management,3rd Edition, Pearson Education (First Indian Reprints 2004).

2. Subburaj, Total Quality Management, Tata McGraw hill, 5 th Edition,2012.

WEBSITES:

1.https://www.investopedia.com/terms/t/total-quality-management-tqm.asp 2.https://cleartax.in/s/total-quality-management.

WEBSITE LINK:

1.https://www.slideshare.net/justinsolin/total-quality-management-5121122412

2.https://www.slideshare.net/sheetalgwagh/total-quality-management-tqm-70574327

24DBLS26	CORPORATE GOVERNANCE	L	T	P	O	C
		4	0	0	2	4

Course Objectives:

To impart knowledge on governance which ensure ethics in corporate management, explain the various concept and various theories of Business ethics and learn the various approaches to ethical decision making.

UNIT I	CORPORATE GOVERNANCE	12 HOURS

Definition of corporate governance – purpose- corporate structure and its evolution – characteristics of corporations- Corporate governance committees – India and International- Codes of Corporate Governance in global context

UNIT II	CORPORATE GOVERNANCE FORUMS	12 HOURS

CII code on corporate governance – features - Various Corporate Governance forums – CACG, OECD,ICGN AND NFCG.

UNIT III	CORPORATE SOCIAL RESPONSIBILITY	12 HOURS

Corporate Social Responsibility – definition – nature – levels – phases and approaches, principles, Indian models – dimensions. Corporate social reporting - Objectives of Corporate Social Reporting and case studies.

UNIT IV	BUSINESS ETHICS	12HOURS

Business ethics – meaning, significance, scope – factors responsible for ethical and unethical business decision. Unethical practices in Business – Business ethics in India – Ethics training program.

UNIT V	ETHICAL DECISION MAKING	12 HOURS

Ethical characteristics of professionalism - Social and environmental issues in the conduct of business

Ethical decision Making-Corporate Value and Ethical Decision Making- Business Ethics and Social

Responsibility
TOTAL 60 HOURS
COURSE OUTCOMES:
Co – 1: To acquire conceptual understanding of Corporate Governance Co – 2: To understand various Corporate Governance Committees and Forums Co – 3: To acquire understanding of the concept of Corporate Social Responsibility Co – 4: To acquire conceptual understanding of Business Ethics Co – 5: To evaluate a business decision based on the code of best practices with respect to corporate governance and business ethics.
TEXT BOOKS (LATEST EDITION):
1. Prof. K. Viyana Rao, Dr. G. Nagaraju I.K.- Business Ethics and Corporate Governance, (2017)-International Publishing House Pvt. Ltd, 2. Bholanath Dutta and S.K. Podder-Corporate Governance,(2014), - Vision Book house, 3. .R.V.Badi N.V. Badi -Business Ethics,(2005)2ND Edition-Vrinda Publication pvt Ltd
REFERENCES:
1. H.R. Machiraju -,Corporate Governance,(2004), -Himalaya Publication House 2. Business Ethics An Indian Perspective: Biztantra Publication-Prof. (Col.) P.S. Bajaj and;Dr. Raj Agrawal (2004)
REFLECTIVE EXERCISES AND CASES:
1. https://sist.sathyabama.ac.in/sist_coursematerial/uploads/SBAA1506.pdf 2. https://rajdhanicollege.ac.in/admin/ckeditor/ckfinder/userfiles/files/Corporate%20Governance.pdf 3. https://sde.uoc.ac.in/sites/default/files/sde_videos/I%20Sem.%20-%20Corporate%20Governance%202019%20ADmn..pdf 4. https://ddceutkal.ac.in/Syllabus/MBA-BOOK/Corporate-Governance.pdf

24DBLS27	LOGISTICS INFORMATION SYSTEMS	L	T	P	O	C
		4	0	0	2	4

COURSE OBJECTIVES:

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

UNIT I	INTRODUCTION TO LOGISTICS INFORMATION	12 HOURS

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

UNIT II	PLANNING & CO-ORDINATION	12 HOURS

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

UNIT III	INFORMATION FORECASTING	12 HOURS

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

UNIT IV	INFORMATION TECHNOLOGY AND LOGISTICS	12 HOURS

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

UNIT V	BUSINESS PROCESS RE-ENGINEERING	12 HOURS

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

TOTAL 60 HOURS

COURSE OUTCOMES:

Upon completion of this course, the students will be able:

CO-1: To define, interpret and use professional terminology in logistics information systems area, to analyze and choose data identification, processing, tracking and tracing technologies in LSCM

CO-2: To elaborate and substantiate the IT project solution to support the chosen logistics function, to evaluate and compare major LIS and subsystems, it‟s functionality, architecture and functioning principles.

CO-3: To evaluate limitations to the suggested LIS solution and provide possible ways to overcome them.

CO-4: To motivate and discuss the choice of IT solutions for a logistics enterprise as well as to summarize the ideas of their colleagues when working in groups and present the results of group work.

CO-5: TO Understand the principles of Procurement and Outsourcing the logistics information system.

REFERENCE BOOKS:

1. 1. J. Bloomberg, Stephen LeMay& : Logistics, Prentice-Hall of India PvtLtd.,Joe B. Hanna New Delhi, 1-st Edition,2003.
2. Donald J. Bowersox & David J. Closs : Logistical Management, Tata McGraw Hill Publishing Co. Ltd, New Delhi, 2 nd Edition,2004
3. Satish C. Ailawadi& Rakesh Singh : Logistics Management, Prentice-Hall of India Pvt Ltd., New Delhi, 2005 Donald Waters : Logistics. Palgrave Macmillan, New York, 4 th Edition,2004
4. KrishnaveniMuthiah : Logistics Management & World Sea borne Trade, Himalaya Publishing House, Mumbai, 3rd Edition,1999.
5. Sarika Kulkarni : Supply Chain Management, Tata Mc- Ashok Sharma Graw Hill Publishing Co Ltd., New Delhi,5 th Edition,2004.

TEXT BOOKS:

1. MartinChristopher, Logistics and Supply Chain Management, Prentice-Hall, 3 rd Edition, 1998.
2. Laudon, K. C., & Laudon, J. P. (206). Management Information Systems: Managing the Digital Firm Plus MyMISLab with Pearson e-Text--Access Card Package. Prentice Hall Press,1 st Edition 2003.

WEBSITES:

1. https://en.wikipedia.org/wiki/Forecasting
2. https://fdocuments.in/document/forecasting-techniques-558453f2df4ed.html.

WEBSITE LINK:

1. 1https://slideplayer.com/slide/12658282/
2. https://fdocuments.in/document/forecasting-techniques-558453f2df4ed.html.

24DBLS28	BRAND MANAGEMENT	L	T	P	O	C
		4	0	0	2	4

COURSE OBJECTIVES:

To understand key principles of branding and focus the students to understand the concepts in brand management and analytical techniques commonly used by brand managers. Expose students to the situations and challenges frequently encountered by brand managers in ethical issues and to understand brand performance through brand positioning and communication.

UNIT I	INTRODUCTION	12 HOURS

Basic Understanding of Brands- Definitions – Branding Concepts- Functions of Brand- Significance of Brands- Different Types of Brands- Co-Branding- Store Brands.

UNIT II	BRAND STRATEGIES	12 HOURS

Strategic Brand Management process- Building a strong brand- Brand positioning- establishing Brand values- Brand vision- Brand elements.

UNIT III	BRAND COMMUNICATIONS	12 HOURS

Brand image building- Brand loyalty programmes – brand promotion methods- Role of brand Ambassadors, celebrities- online brand promotions.

UNIT IV	BRAND EXTENSION	12 HOURS

Brand adoption practices- different type of brand extension –factors influencing decision for extension- rebranding and re-launching.

UNIT V	BRAND PERFORMANCE	12 HOURS

Measuring brand performance- brand equity management – role of brand managers – branding challenges & opportunities – case studies.

TOTAL 60 HOURS

COURSE OUTCOMES:

Upon completion of this course, the students will be able:

CO-1: To demonstrate Knowledge of the nature and processes of branding and brand management

CO-2: To appraise the key issues in managing a brand portfolio and making strategic brand decision

CO-3: To formulate and justify brand development decisions and develop appropriate strategies and initiatives

CO-4: To enumerate a professional and coherent report in the form of a brand audit CO-5: To acquire the knowledge of brand management.

REFERENCE BOOKS:

1. Tyboust and Kotter, Kellogg on Branding, Wiley, 1 st Edition,2002
2. Lan Batey, Asain Branding – A Great way to fly, PHI, Singapore, 4 th, Edition,2002.
3. Paul Tmepoal, Branding in Asia, John Willy,3 rd Editon, 2000.
4. Ramesh Kumar, Managing Indian Brands, Vikas Publication, India, 4 th Edition,2002.

TEXT BOOKS:

1;. Mathew, Brand Management – Text & cases, MacMillan, 4 th Edition,2008.

2. Kevin Lane Keller, Strategic Brand Management: Building, Measuring and Managing, Prentice Hall, 3rd Edition, 2007.

WEBSITES:

1.https://www.canto.com/blog/brand-management/

2.https://www.frontify.com/en/blog/difference-between-marketing-brand-management/

WEBSITE LINK:

1.https://www.slideshare.net/versatileBschool/brand-management-full-notes

2.https://www.slideshare.net/vgurkirt/brands-management

24DBLS29	CUSTOMS PROCEDURES AND PRACTICES	L	T	P	O	C
		4	0	0	2	4

COURSE OBJECTIVES:

Routine customs procedures, or when Customs assumes its pivotal role under specific and obligatory conditions within the legal framework, it becomes crucial to ensure the smooth clearance of goods by adhering to the prescribed procedures and methods as outlined in recognized customs protocols.

UNIT I	CUSTOMS ACT AND IMPORTANT TERMS	12 HOURS

Preliminary-Definitions Officers of Customs-Classes-Appointments-Powers of Officers Entrustments of Functions of Board, Appointment of Customs Ports, Airports, Warehousing Stations-Power to declare places to be Warehousing Stations. Prohibitions on Importation and Exportation of Goods-Power to Prohibit, Power of Central Government to notify goods Precautions to be taken by persons acquiring notified Goods.

UNIT II	IMPORTED GOODS AND PREVENTION	12 HOURS

Detection of illegally imported goods and Prevention of the disposal there of - Definitions - Power of Central Government to notify goods- Persons possessing notified goods to intimate the place of storage, etc. - Sections 11C, 11E and 11F not to apply to goods in personal use; Prevention or Detection of illegal import of Goods; Power to exempt.

UNIT III	CUSTOMS DUTY	12 HOURS

Levy of and exemption From, Customs Duties-Dutiable goods-Duty on Pilfered goods assessment of Duty-Interest on delayed Funds-Claim for Refund of Duty-Provisional Attachment to protect revenue in certain cases , Indicating Amount of Duty in Price of Goods, For purpose of Refund-Price of goods to indicate amount of duty paid thereon. Advance Rulings-Authority for Advance Rulings-Application for Advance Ruling-Powers of Authority Procedure of Authority.

UNIT IV	IMPORTED OR EXPORTED GOODS	12 HOURS

Provisions relating to Conveyances Carrying Imported or Exported Goods-Arrival of Vessels and Aircraft in India-Power to board Conveyances-Delivery of export manifest or export report-No Conveyance to leave without written order. Clearance of Imported goods and Exported Goods Chapter not to apply to baggage and Postal articles-Clearance of goods for home consumption - Clearance of goods for exportation.

UNIT V	LIABILITY OF DUTY ON GOODS	12 HOURS
Goods in Transit-Transit and Tran shipment of certain goods without payment-Liability of duty on goods transited or transshipped. Warehousing-Appointing of Public Warehouses Licensing of Private Warehouses-Clearance of Warehoused goods for home consumption and Exportation - Cancellation and return of Warehousing bond. Drawback-Interest on drawback Prohibition and regulation of drawback.		
		TOTAL 60 HOURS

COURSE OUTCOMES:

Upon completion of this course, the students will be able:

CO-1: To gain an in-depth knowledge about various customs

CO-2: To understand the various legal proceedings in the Customs Process along with the Port Formalities.

CO-3: Explain the concepts in custom clearance in international business with respect to foreign trade, Customs Duties and Claim for Refund of Duty-Provisional.

CO-4: Apply the current custom clearance phenomenon and Imported or Exported Goods

CO-5: Integrate concept in custom clearance concepts with functioning of global trade.

REFERENCE BOOKS:

1. India Customs, Trade Regulations and Procedures Handbook India Customs, Trade Regulations and Procedures Handbook, IBP USA, International Business Publications, USA, F, 4th Edition, 2009.

2. V S Datey customs law practice & Procedures, Taxmann publishers.21th Edition, 2019.

TEXT BOOKS:

1 Guide to Customs Procedures 2009:10, GururajBn, Centax Publications Pvt Ltd,1-st edition,2009.

2 Customs Law Practice and Procedures,V. S. Datey, Taxmann Allied Services Pvt. Ltd., 7th Edition 2010.

WEBSITES:

1. **https://icmai.in/TaxationPortal/Publication/Books/Insigh_Customs_PP_01012020.pdf**

WEBSITE LINK:

1. **https://content.dgft.gov.in/Website/CIEP.pdf**

24DBLS30	BUSINESS TAXATION	L	T	P	O	C
		4	0	0	2	4

COURSE OBJECTIVES:

1. Analyse the legal provisions governing GST and Customs Duty to comprehend their scope and application in business transactions.
2. Examine the tax implications of GST and Customs Duty on different business activities.
3. Explain procedures and methods to calculate GST liabilities and Customs Duty obligations accurately, ensuring compliance with relevant laws and regulations.
4. Orient with the practical application of GST and Customs Duty in business decision-making processes.
5. Provide knowledge of latest amendments and changes in GST and Customs Duty laws to adapt business strategies and practices accordingly.

UNIT I	GOODS AND SERVICES TAX – AN OVERVIEW	12 HOURS

Fundamentals of GST, Constitution {101st Amendment} Act 2016, Tax Structure in India, Types of Taxes – Direct and Indirect Taxes. Introduction to GST – need for GST, origin, Constitutional amendment for bringing GST, one nation one tax, objectives, structure, GST council, tax rates, GST vis-à-vis earlier tax laws, advantages, disadvantages.

Introduction to Central Goods and services Tax 2017 (CGST), State Goods and Service Tax Act 2017 (SGST), Union Territory Goods and Services Tax Act 2017 (UTGST), Integrated Goods and Services Taz Act 2017, Goods and Service Tax Network (GSTN), GST Council. Dual Model of GST – GSTN. Process of registration, compulsory registration, exemption from registration, liability for registration, deemed registration, cancellation of registration and revocation of registration. GST Unique Identification Number (GSTIN).

UNIT II	LEVY, COLLECTION AND INPUT TAX CREDIT	12 HOURS

Meaning of Supply, scope of supply, types of Supplies – Composite and Mixed Supplies. Levy and Composition, Composition of Levy. Persons liable to pay GST, Time of Supplyand Value of Supply. Input Tax Credit – eligible and ineligible tax credit. Availability ofTax Credit under special circumstances- Transfer of Input Tax Credit – Input Service Distributor- Tax Invoice - Bill of Supply- Credit Note -Debit Note - Receipt Voucher - Payment Voucher - Revised Invoice - Transportation of goods without issue of Invoice - Delivery Challan. Payment of Tax -Modes of Payment - Electronic Liability Register - Electronic Credit Ledger - Electronic Cash Ledger- Time line for Payment of Tax - Challan Reconciliation - Interest on Late Payment - Set off of Input Tax Credit - Refunds- Application for Refund of Tax, Interest, Penalty, Fees or any Other Amount.

UNIT III	FILING OF GST RETURN	12 HOURS

Overview of GSTR 1- GSTR 3B - GSTR 4 GSTR 5- GSTR6- GSTR7-GSTR8- GSTR – 9 - GSTR10- GSTR11.Practical's on online GST Registration Process and Payment of Tax; Enabling GST and Defining Tax Details - Tally ERP; Defining Tax Rates at Master and Transaction Levels; Defining GST Rates at Stock Group Level; Defining GST Rate at Transaction Level; Accounting of GST Transactions; Creation of GST Duty ledgers; GST Reports; GeneratingGSTR; Exporting GSTR; Uploading of GSTR on GST portal.

UNIT IV	GST AUDIT	12 HOURS
Audit by tax authority's U/s 65 – Special Audit U/s 66- Audit by department- Power of Departmental Audit – Returns- Authorization to Audit – Audit Procedure – Duration of Audit- Audit Findings-Reply to Audit Findings - Period of Limitation to issue Show Cause Notice - Assessment under Chapter XII- Assessment & Audit Rules (no 98 to 102) - Demands and Recovery.		
UNIT V	**CUSTOMS DUTY**	**12 HOURS**
Introduction- Basic Concepts - Territorial Waters - High Seas – Types of Customs Duties-Basic customs duty - Protective duties - Safeguard duty – Countervailing Duty on subsidized articles - Anti-dumping duty – Baggage - Valuation - Baggage Rules and Exemptions. Procedure (including warehousing) - Export Procedure - Deemed Exports -Duty drawback - Customs (Import of Goods at Concessional Rate of Duty) Rules, 2017 - Valuation of Imported Goods -Valuation of Export Goods.		
		TOTAL 60 HOURS

COURSE OUTCOMES:

1. Describe the legal framework of GST and Customs Duty, including key provisions, regulations thereby explaining the tax implications on various business transactions.
2. Interpret tax laws and regulations to assess the impact of GST and Customs Duty on business operations and compliance requirements.
3. Calculate GST liabilities and Customs Duty obligations for different business scenarios and solve practical taxation problems related to the two.
4. Analyse the implications of GST and Customs Duty on business decisions, considering factors such as cost, risk, and compliance for effective planning thereby minimizing tax liabilities.
5. Create compliance frameworks for businesses to ensure adherence to GST andCustoms Duty regulations.

TEXT BOOKS (LATEST EDITION):

1. Datey, V. S.; Indirect Taxes. Taxmann Publications Pvt. Ltd.
2. Balachandran, V. ; Indirect Tax Laws. Sultan Chand & Sons.
3. Datey, V. S.; GST and Customs Law. Taxmann Publications Pvt. Ltd.

REFERENCES:

1. Singhania, V. K., & Singhania, K.; Indirect Taxation. Taxmann Publications Pvt. Ltd.
2. Sahay, B. S., & Ranjan, R. ; Goods and Services Tax (GST). Cengage Learning India.
3. Sury, M. M.; Indirect Taxes. New Century Publications.

24DBLS31	NEGOTIATION SKILLS	L	T	P	O	C
		4	0	0	2	4

Course Objectives:

- To understand the negotiation process
- To sensitize students to the psychology of negotiations
- Understand the win-win negotiation skills
- Learn about the biases in psychology which influence Negotiation process.

UNIT I	Negotiation Booster Primer, covering BATNA, ZOPA	12 HOURS

Ego-tiation is the New Negotiation; Prime Yourself for Success; Opening Offer: The Anchoring Effect; On Alternatives: We Won the Lottery! ; Manage Perception to WinNegotiation; The Three-Dimensional (3D) Perception Model ;Impression Management.

UNIT II	NEGOTIATION BOOSTER PRIMER, PART 2	12 HOURS

The Attribution Trap; On Profiling: Do Not Use a Gun for a Mosquito; Choose theRight Strategy How to Impact Behavior: The Feel–Think–Act Trio; On Listening: The Ego Whisperer; Two-Dimensional Listening; On Creating a Bond: Tell Me a Story; Beyond Mars and Venus: Gender and Negotiations; Chapter 15 The Impact of Culture on Negotiation; Virtual Negotiation; Negotiation is a Mirror ; Negotiation Booster

UNIT III	PSYCHOLOGY AND NEUROSCIENCE OF NEGOTIATIONS	12 HOURS

When Rationality fails: Biases of the mind; When rationality fails Biases of the Heart;Negotiating rationality in an Irrational World. ***Neuroscience of Negotiations..

UNIT IV	NEGOTIATING IN THE REAL WORLD	12 HOURS

Blind spots and Negotiations; Confronting Lies and Deception; Recognizing and resolving ethical dilemmas; Negotiating from a position of weakness; When Negotiations get ugly;

UNIT V	NEGOTIATION BOOSTER SEALER, NEGOTIATION BOOSTER SEALER	12 HOURS

Case1:The Redline Documents Power Struggle;
Case 2 What Lies Beneath the Cake, Bake a Larger One;
Case 3 There is Always an Alternative
Case 4Communicate to Win

COURSE OUTCOMES:

CO1:Analyse the tactics to use when negotiating
CO2:Describe the various biases of Negotiations
CO3:Understand the basic neuroscience of negotiation to create a win win situation.
CO4:Apply the knowledge of negotiations in personal and professional space.
CO5:Course Title Team Building in the organizations.

TEXT BOOKS:

1. Negotiation Booster The Ultimate Self-Empowerment Guide to High Guide to High-Impact Negotiations, Prof. Dr. Kasia Jagodzinski, 2021, Business expert Press.E-book available
2. *Malhotra*, D., & Bazerman, M. H. (2008). *Negotiation genius*: New York, N.Y: Bantam Dell
3. Psychology Today, 30th Jan 2024, Christopher Willard Psy.D. The Neuroscience of Negotiation An introduction to leveraging neuroscience to communicate more effectively.

REFERENCES:

1. Winning Negotiations that preserve Relationships, Harvard Business School Press
2. Negotiating with Winning Words Dialogue and Skills to Help You Come OutAhead in Any Business Negotiation Michael Schatzki, 2018, Business expert Press.

24DBLS32	ADVANCED RESEARCH METHODOLOGY	L	T	P	O	C
		4	0	0	2	4

Course Objectives:

1. Enhance understanding of advanced research designs and methodologies beyondthe foundational level.
2. Develop proficiency in qualitative and quantitative data analysis techniques usingadvanced software tools.
3. Explore contemporary issues and innovations in research methodology relevant tobusiness studies.

UNIT I	ADVANCED RESEARCH FRAMEWORKS	12 HOURS

This unit covers advanced research frameworks, examining research philosophy, inquiry, ontology, epistemology, and paradigms. It includes discussions on refining quantitative, qualitative, and mixed methods approaches and explores specialized research designs both experimental and non-experimental designs such as longitudinal, cross-sectional, and factorial design, latin square design, randomize group design providing a foundation for advanced research questions/inquiry.

UNIT II	ADVANCED DATA ANALYSIS TECHNIQUES	12 HOURS

The focus of this unit is on advanced data analysis techniques. It encompasses qualitative methods like ethnography and phenomenology, alongside advanced quantitative approaches including multivariate analysis and structural equation modelling. This unitalso introduces the use of sophisticated data analysis software such as computer enabledqualitative and context analysis (example NVivo and ATLAS.ti, PLSEM), enhancing students' analytical skills.

UNIT III	CONTEMPORARY ISSUES IN RESEARCH	12 HOURS

This unit engages students with contemporary issues in research, addressing the impact of big data and analytics, and the incorporation of artificial intelligence into research methodologies. It also covers the ethical considerations crucial to modern research practices and the transformative role of technologies

like virtual reality and augmented reality in business research..		
UNIT IV	APPLICATION	**12HOURS**
, The unit guides students in preparing scholarly articles, grant proposals, and comprehensive research reports, emphasizing the practical application of research skills and ethical considerations in documentation and reporting.;		
UNIT V	ETHICS	**12 HOURS**
In this unit, students apply research methods to real-world scenarios, exploring the ethical challenges in conducting research		
		TOTAL 60 HOURS

COURSE OUTCOMES:

CO1: Mastery of advanced research methodologies applicable in diverse business contexts.

CO2: Skilled in ethical application.

C03: Proficient in publishing research findings

CO4: critical analysis of research data

CO5: Drafting comprehensive grantproposals.

TEXT BOOKS (LATEST EDITION):

1. *Research Design: Qualitative, Quantitative, and Mixed Methods Approaches*, byCreswell, J. W. & Creswell, J. D.

REFERENCES:

1. *Multivariate Data Analysis*, by Hair, J. F., Black, W. C., Babin, B. J., & Anderson,R.E.

24DBLS33	SERVICES MARKETING	L	T	P	O	C
		4	0	0	2	4

COURSE OBJECTIVES:

To understand the marketing principles and to impart knowledge about how market the service product and enable to connect their experience in the service sector.

UNIT I	INTRODUCTION	12Hours

Basic of Digital Marketing, How Digital Marketing Works, Type of Digital Marketing Channels, world of Growth of service sector – Definition, features and types of services – designing of service – Blue printing technology – Service mapping.

UNIT II	SERVICE MARKETING MIX	12Hours

Seven P's – Product mix – Price mix – pricing methods and strategies – Promotional mix – Place mix – Additional P's – People, Physical evidence and process

UNIT III	SERVICE STRATEGY	12Hours

Matching demand for and supply of services – Service strategy for an effective demand – Service strategy for supply – market segmentation – Internal marketing of service – External vs. Internal orientation of service strategy.

UNIT IV	SERVICE GAPS	12Hours

Quality gap – the customer expectation vs. actual services – Technique to augment the gap – Performance gap – Promise vs. Delivery - Strategy for augmenting the gap – Communication gap – Customer vs. service provider.

UNIT V	APPLICATION IN MARKETING OF SERVICES	12Hours

Financial services – Health services – Hospitality services – Travels and Restaurant – Professional services – Public utility services – Educational services.

TOTAL 60 HOURS

COURSE OUTCOMES:

CO 1	Analyze the unique characteristics of services and their impact on marketing strategies.
CO 2	Evaluate service quality and implement techniques to enhance customer satisfaction.

CO 3	Develop effective customer relationship management strategies for service organizations.
CO 4	Identify innovative approaches to improve service delivery and customer experience.
CO 5	Design and implement an effective services marketing mix tailored to organizational goals.

TEXT BOOKS:

1. S.M. Jha, " Service Marketing" Himalaya Publishing House. 2012
2. B Santhanam, "Service Marketing" Margham Publications, 2014

REFERENCE BOOKS

1. Adrian Payne, "The Essence Of Service Marketing" Prentice Hall of India Pvt Ltd.,1993
2. Christopher Lovelock "Service Marketing" Pearson Education, 7th edition 2010
3. K. Douglas, Hoffman, John E.G. Bate Son "Essentials of Service Marketing" Dryden Press Series, 1997
4. Helen Woodroffe – "Services Marketing" Macmillan publications, 1997

WEB LINKS:

1. https://hbr.org/search?term=service+marketing
2. https://www.ama.org

24DBLS34	DIGITAL MARKETING	L	T	P	O	C
		4	0	0	2	4

COURSE OBJECTIVES:

1. Develop a foundational understanding of how Digital Marketing.
2. Be able to develop or critique the business models of firms that are engaged indigital marketing.
3. Applying skills and capabilities to address DM problems in the real world.

UNIT I	INTRODUCTION TO DIGITAL MARKETING	12 HOURS

Evolution of Digital Marketing, Traditional Marketing vs. Digital Marketing; Digital Marketing Framework, Digital Marketing Business Models;.

UNIT II	DIGITAL MARKETING STRATEGY DEVELOPMENT	12 HOURS

Digital Marketing Assessment Phase; Elements, Digital Marketing Internal Assessment, Objective Planning, Digital Marketing Strategy; Groundwork, Digital Marketing Mix, Skills in Digital Marketing

UNIT III	DIGITAL MARKETING PLANNING	12 HOURS

Digital Marketing Communication and Channel Mix; Display, Search Engine, Social Media, Facebook, LinkedIn Advertsing, etc.; Designing the Communication. Mix, Digital Marketing Campaign Management; Content Management; Web Design, Optimization of Websites, Web Analytics, Search Engine Optimization, Data Interpretation in Marketing Decision.

UNIT IV	DIGITAL MARKETING EXECUTION ELEMENTS	12 HOURS

Digital Marketing Execution Elements; Managing Digital Marketing Revenue, Managing Service Delivery and Payment, Role of Artificial Intelligence, Virtual Reality & Augmented Reality in Digital Marketing, Managing Digital Implementation Challenges, Digital Ethics – Data Privacy and Ethical Marketing

UNIT V	DIGITAL CONSUMER BEHAVIOUR	12 HOURS
Digital Consumers; Consumer Behavior on Digital Channels, Managing Consumer Demand, DigitalDecision Journey, POEM Framework		
		TOTAL 60 HOURS

COURSE OUTCOMES:

CO1: To know the evolution of digital marketing.

CO2: To understand digital marketing strategy

CO3: To elaborate the digital marketing channels

CO4: To describe the digital marketing execution

CO5:To identify the digital marketing customers.

TEXT BOOKS (LATEST EDITION):

1. Bhatia, Puneet Singh. Fundamentals of Digital Marketing.2ed., 2023, Pearson.
2. Ahuja, Vandana. Digital Marketing. 2015, Oxford University Press
3. Kingsnorth, Simon (2022), Digital Marketing Strategy: An Integrated Approach toOnline Marketing. New Delhi: Kogan Page.

REFERENCES:

1. Gupta, Seema (2022), Digital Marketing. Noida, UP: McGraw Hill Education(India) Pvt. Ltd.

2. Hafiz, Adnan (2024), Fundamentals of Digital Marketing: Text and Cases, NewDelhi: Book Rivers.

24DBLS35	STRATEGIC MANAGEMENT	L	T	P	O	C
		4	0	0	2	4

COURSE OBJECTIVES:

To enhance the ability to do the job of a general manager responsible for strategicperformance. Specifically, to integrate the different functional areas of business (e.g. accounting, finance, human resources, information systems, marketing, operations management, etc.) into a cohesive whole and to Analyse the competitive situation and evaluate challenges faced by managers in implementing and evaluating strategies based on the nature of business, industry,and cultural differences.

UNIT I	INTRODUCTION TO STRATEGY	12 HOURS

The objectives of this topic is to understand concept of "strategy", and discuss the most common elements of strategy; the topic also undertakes the evolution of strategic management thinking over the decades; the topic covers the importance of strategic thinking and gives insight into how the firms build and sustain competitive advantage.

Strategy – concept, relevance, role and benefits; Importance of Strategic Management; Strategic Management Process, Levels of Strategy; Approaches to Strategic Decision Making; Strategic Intent – Vision, Mission, Goals and Objectives; Strategy and Corporate Governance, Social Responsibility and Ethics in Strategic Management.

UNIT II	STRATEGIC ANALYSIS	12 HOURS

The objective of the unit are to evaluate the value-capturing ability of incumbents in an industry using the industry analysis tools, to forecast industry profitability from shifts inunderlying conditions and forces; to understand the industry for strategy formulation.

Environmental appraisal- Scanning the Environment ,Technological, Social, Cultural, Demographic, Political, Legal; Evaluating Company's External Environment: Components of External Environment; Analysis of the general environment; Nature, Characteristics, Types and Approaches of External environment, Key External Forces, Industry Analysis – Analysis of the competitive environment ; Analysis of the Internal environment: Strategic capability, Nature, Characteristics, Types and Approaches to internal environment; Value chain analysis , Experience Curve, SWOT analysis, BCG Matrix, GE- Cell Matrix.

UNIT III	STRATEGY FORMULATION	12 HOURS

The objectives of the Unit are to review corporate strategy for a diversified firm and identify the sources of corporate advantage; to understand the mechanism of diversification leading to value creation. It also helps to develop understanding about the different corporate strategies which are crucial for the survival, growth and expansion of the business.Business Strategy Formulation: Generic strategies; Functional areas and link between business strategy and functional strategy; Corporate Strategy Formulation: Creating value and diversification; Strategic alliances; International expansion strategies; Introduction to strategies of growth, stability and renewal, types of growth strategies concentrated growth, product development, integration, diversification, international expansion (multi domestic approach, franchising, licensing and joint ventures); Types of renewal strategies retrenchment and turnaround. Strategic fundamentals of merger & acquisitions.

UNIT IV	STRATEGY IMPLEMENTATION	12 HOURS

The objectives of this topic are to understand the importance of internal alignment and learn to leverage temporary opportunities into sustainable advantages; the topic also dwells in Value Innovation, Business Delivery System Innovation and Eco System Innovation for sustainable business performances.

UNIT V	EVALUATION AND CONTROL	12 HOURS

Structural Implementation; Functional and Operational Implementation; Behavioural Implementation; Strategy Evaluation and Control; Strategic leadership; Strategic controland corporate governance; Issues in Strategy Implementation; Creating effective organizational designs; Strategy and society; Managing innovation and fostering corporate entrepreneurship; Integration of Functional Plans and Policies- Strategy Evaluation and Control - Operational Control - Overview of Management Control.

TOTAL 60 HOURS

COURSE OUTCOMES:

CO1.To understand the basic concepts of strategy.

CO2. To analyse various strategies.

CO3. To know the formulation of strategy

CO4. To identify the strategy implementation

CO5. To Evaluate the strategy

TEXT BOOKS (LATEST EDITION):

1. Thomas L Wheelen, J David Hunger, Alan N Hoffman, Charles E Bamford and Purva Kansal . Concepts in Strategic Management and Business Policy: Globalization, Innovation and Sustainability, 15th Edition, Pearson.
2. Frank T Rothaermel . Strategic Management – 5th Edition (Indian), McGraw Hill.

REFERENCES:

1. Arthur A Thompson, Margaret A Peteraf, John E Gamble, AJ Strickland III, Thomas Joseph (2021). Crafting and Executing Strategy: The Quest for Competitive Advantage: Concepts & Cases, 22nd Edition, McGraw Hill.
2. Krishna G. Palepu, Tarun Khanna. (2010). Winning in Emerging Markets: A Roadmap for Strategy and Execution, Harvard Business Press.
3. Porter, M.E., Competitive Advantage: Creating and Sustaining Superior Performance, Free Press, New York.
4. Pankaj Ghemawat, "Strategy and the Business Landscape" Pearson Education
5. Porter, M. E. (1989). From competitive advantage to corporate strategy (pp. 234- 255). Macmillan Education UK

24DBLS36	EVENT MANAGEMENT	L	T	P	O	C
		4	0	0	2	4

COURSE OBJECTIVES:

To acquire an understanding of the role and purpose(s) of events management in organizations. To acquire an understanding of the techniques and strategies required to plan successful and to acquire the knowledge and competencies required to promote, implement and conduct events. To impart knowledge on the varzious events and how these events can be organized successfully. To acquire the knowledge and competencies required to assess the quality and success of events.

UNIT I	PRINCIPLES OF EVENT MANAGEMENT	12 HOURS

Historical Perspective, Introduction to event Management, Size and; type of event, Event Team, Code of ethics, Principles of event Management, concept and; designing, Analysis of concept, Logistics of concept, Feasibility, Keys to success, SWOT Analysis.

UNIT II	EVENT PLANNING &TEAM MANAGEMENT	12 HOURS

Aim of event, Develop a mission, Establish Objectives, Preparing event proposal, Use of planning tools, Protocols, Dress codes, staging, staffing, Leadership, Traits and characteristics. Budgeting – Event design and budget checklist – Preparation of functional sheets – Timing – Contracts and Agreements – Insurance, Regulation, Licence and Permits – Negotiation.

UNIT III	EVENT BUDGETING MARKETING AND ADVERTISING	12 HOURS

Budget, breakeven point, cash flow analysis, Profit and; loss statement, balance sheet, panic payments, financial control system.- Sponsorship – Event sponsorship – Strategy – Managing Sponsorships – Measuring and; Evaluating sponsorship- Nature of Marketing, Process of marketing, marketing mix, Sponsorship, Image, Branding, Advertising, Publicity and Public relations.

UNIT IV	EVENT LEADERSHIP	12 HOURS

Leadership skills, Managing team, Group development, Managing meetings, Written communications, (Official, demi-official, Invoice). Verbal communications.

UNIT V	EVENT SAFETY AND SECURITY	12 HOURS
Risk assessment –Security, Occupational safety, Crowed management, Major risks and emergency planning, Incident reporting, emergency procedures-Venue, Structural safety – Food safety – Occupational safety – Fire Prevention – Sanitary facilities – Vehicle traffic – Waste Management. Event Impact – Event Evaluation Process – Service Quality – Customer Satisfaction.		
		TOTAL 60 HOURS

COURSE OUTCOMES:

CO – 1: Discuss on the fundamentals of event management.

CO – 2: Evaluate about the various tools of event planning and regulations

CO – 3: Explain about the event operations and ways to set up parking andmaintenance.

CO – 4: Discuss about the customer satisfaction and client service.

CO – 5: Analyze the steps in event evaluation and safety measures

TEXT BOOKS (LATEST EDITION):

1. Julia Rutherford Silvers and Joe Goldblatt, Professional Event Coordination, John Wiley, 2003.
2. AllisonSaget, The Event Marketing Hand book : Beyond Logistics and; planning, Kaplan Publishing, 2006.

REFERENCES:

1. Shannon Kilkenny, The complete guide to successful Event Planning : A guide book to producing Memorable Events, Atlantic Publishing Company.
2. Judy Allen, Event Planning, Wiley India.

WEBSITE:

1. https://onlinecourses.swayam2.ac.in/nou20_ge01/preview
2. https://nationaleventpros.com/the-7-signs-of-a-good-or-bad-event-leader/

WEBLINKS:

1. https://www.socialtables.com/blog/event-planning/event-budgeting/
2. https://blog.bizzabo.com/event-budgeting-guide

VELS
KNOWLEDGE IS POWER