

DEPARTMENT OF MANAGEMENT (UG)

RATHINAM COLLEGE OF ARTS AND SCIENCE (AUTONOMOUS)

Rathinam Tech zone, Pollachi Road, Eachanari, Coimbatore – 641021



Syllabus for

BBA Logistics

2020-2021 Batch on-wards

Vision and Mission of the Institution:

VISION

To emerge as a world renowned Institution that is integrated with industry to impart knowledge, skills, and research culture and values in young who can accelerate the overall development of India.

MISSION

To impart superior quality education at affordable cost, nurture academic and research excellence, maintain eco-friendly and future-ready infrastructure and create a team of well qualified teaching professionals who can build global competency and employability.

MOTTO

Transfer the youth into National asset.

Vision and Mission of the Department:

Vision Statement

- To have global presence with innovation in business, accept challenges and imbibe values; a strong management education as a culture through-out the stay.

Mission Statement

- To create a culture of creativity and innovation that will help every student to face the challenge and tackle with the best education providing the best infrastructure to make all students a globally fit in business.

Program Educational Objectives (PEO)

PEO1	:	Will emerge successful, qualified, innovative and productive in fulfilling the needs of the Industry, Government and Commerce
PEO2	:	Shall employ the practical knowledge in micro areas like accounting, corporate governance, business ethics, share market and other finance related services
PEO3	:	Will engage professionally with the knowledge acquired and execute the skills throughout their career.
PEO4	:	Shall develop a corporate value and strategic decision to grow and restructure in business fields.
PEO5	:	Will contribute to the nation building with corporate ethical standards

Mapping of Institute Mission to PEO

Institute Mission	PEO's
A world renowned industry-integrated institution	PEO1, PEO2
Imparts knowledge, skill, and research culture in young men and women to suit emerging young India.	PEO2, PEO5

Mapping of Department Mission to PEO

Department Mission	PEO's
Provides a student-centered environment.	PEO1, PEO3
Promotes academic excellence, professional and personal growth, ethical and professional conduct	PEO2, PEO4
Demonstrates the knowledge, skills, and competencies necessary to excel in accounting profession, entrepreneurial venture, higher education and or employment	PEO1, PEO4, PEO5

Program Outcomes (PO)

PO1	: Endow with advanced business insight that helps them to understand the key business functions and organizational resources for efficient business management.
PO2	: Attain knowledge and skills in management, finance, accounting, marketing, Human resource, technology, organizational behaviour, economics, operations and business law.
PO3	: Reveal the ability to analyze complex, unstructured qualitative and quantitative problems by collecting, analyzing data by using accounting, financial, mathematical, statistical tools, information and communication technologies to solve the complex business problems.
PO4	: To extend organizational efficiency and create innovative business solutions.
PO5	: Explore business-related behavioral skills including leadership, interpersonal, communication (written and oral), team, and lifelong learning skills.
PO6	: To discover global market opportunities and their influence on strategic marketing decisions.
PO7	: Exhibit critical thinking skills in understanding managerial issues and problems related to the global economy and international business.
PO8	: Disseminate a sense of social responsibility that managers must address, including business ethics, cultural diversity, and environmental concerns.
PO9	: Demonstrate entrepreneurial traits to start and manage their own innovative business successfully.

Program Specific Outcomes (PSO)

PSO1	:	To produce human resource with professional skills
PSO2	:	To impart practical skills among students.
PSO3	:	To make industry ready Candidates
PSO4	:	To develop entrepreneurship qualities

Program Outcomes		PEO1	PEO2	PEO3	PEO4	PEO5
PO1	:	3	1	3	2	3
PO2	:	2	3	3	3	2
PO3	:	3	3	3	3	2
PO4	:	1	2	3	2	3
PO5	:	3	1	3	3	2
PO6	:	3	3	3	1	3
PO7	:	3	2	3	3	2
PO8	:	3	3	3	3	3
PO9	:	3	1	3	3	2
PSO1	:	1	1	1	3	3
PSO2	:	3	2	1	3	3
PSO3	:	3	2	3	3	3
PSO4	:	3	3	3	1	2

Mapping should be done based on the correlation of PO / PSO with PEO.

If strongly correlated mention - 3

If moderately correlated mention - 2

If less correlated mention - 1

If no correlation leave blank

Components considered for Course Delivery is listed below:

1. Class room Lecture
2. Laboratory class and demo
3. Assignments
4. Case Study
5. Project
6. Online Course
7. External Participation
8. Seminar
9. Internship

Mapping of POs with Course Delivery:

Program Outcomes	Course Delivery								
	1	2	3	4	5	6	7	8	9
PO1	3	1	1	1	3	3	3	3	1
PO2	3	3	2	2	3	2	2	3	2
PO3	3	2	3	3	3	1	1	3	3
PO4	3	3	3	3	3	3	3	3	3
PO5	3	2	3	3	3	2	2	2	2
PO6	2	3	3	3	3	1	1	3	2
PO7	2	2	3	3	3	3	3	2	3
PO8	2	1	3	3	3	2	3	3	3
PO9	3	3	3	3	3	1	3	2	2
PSO1	3	2	3	3	3	3	3	3	2
PSO2	3	3	3	2	3	2	3	1	3
PSO3	2	2	2	3	3	1	3	3	1
PSO4	3	3	3	2	3	3	3	3	3

Mapping should be done based on the correlation of PO / PSO with Course Delivery Components.

If strongly correlated mention - 3

If moderately correlated mention - 2

If less correlated mention - 1

If no correlation leave blank

RATHINAM COLLEGE OF ARTS AND SCIENCE (AUTONOMOUS)

Scheme of curriculum for BBA Logistics for the students admitted in the Batch during 2020 - 2021

Board of Studies – Management Science (UG)

S. No.	Sem	Part	Sub Type	Sub Code	Subject	Credit	Hours	INT	EXT	Total
1	1	1	L1		Language – I	4	4	50	50	100
2	1	2	L2		English for Communication – I	4	4	50	50	100
3	1	3	Core		Core - Principles of Management	4	4	50	50	100
4	1	3	Core Practical		Core Practical - Principles of Management	2	4	25	25	50
5	1	3	DSC		DSC 1C	4	4	50	50	100
6	1	3	DSC Practical		DSC Practical - 1C	2	4	25	25	50
7	1	3	Allied-I		DSA 1A	4	4	50	50	100
8	1	4	AEC		Ability Enhancement Course I	2	2	50		50
9	1	6	VAC		Value Added Course - I	2	-	50		50
						28	30			
1	2	1	L1		Language – II	4	4	50	50	100
2	2	2	L2		English for Communication – II	4	4	50	50	100
3	2	3	Core		Core - Organizational Behavior	4	4	50	50	100
4	2	3	Core Practical		Core Practical – Organizational Behavior	2	4	25	25	50
5	2	3	DSC		DSC 2C	4	4	50	50	100
6	2	3	DSC Practical		DSC Practical - 2C	2	4	25	25	50
7	2	3	Allied-II		DSA 2A	4	4	50	50	100
8	2	4	AEC		Ability Enhancement Course II	2	2	50		50
9	2	6	VAC		Value Added Course - II	2	-	50		50
						28	30			
1	3	3	Core		Core – Surface Transportation	4	5	50	50	100
2	3	3	Core		Core Practical – Surface Transportation	2	4	25	25	50

			Practical							
3	3	3	DSC		DSC 3C	4	5	50	50	100
4	3	3	DSC Practical		DSC Practical - 3C	2	4	25	25	50
5	3	3	Allied-III		DSA 3A	4	5	50	50	100
6	3	4	SEC		Skill Enhancement Courses – I	2	5	25	25	50
7	3	4	AEC		Ability Enhancement Course III	2	2	50		50
8	3	6	VAC		Value Added Course - III	2	-	50		50
9	3	6	ITR		Industrial Training Report-I	2		50		50
10	3	6	IDL		Inter Department Learning – I	2	-	50		50
						26	30			
1	4	3	Core		Core – Human Resource Management	4	5	50	50	100
2	4	3	Core Practical		Core Practical - HR Practices	2	4	25	25	50
3	4	3	DSC		DSC 4C	4	5	50	50	100
4	4	3	DSC Practical		DSC Practical - 4C	2	4	25	25	50
5	4	3	Allied-IV		DSA 4A	4	5	50	50	100
6	4	4	SEC		Skill Enhancement Courses – II	2	5	25	25	50
7	4	4	AEC		ABE	2	2	50		50
8	4	6	VAC		Value Added Course - IV	2	-	50		50
9	4	6	IDL		Inter Department Learning – II	2	-	50		50
						24	30			
1	5	3	Core		Core – Cost and Management Accounting	4	4	50	50	100
2	5	3	Core Practical		Core Practical Financial Accounting Package	2	4	25	25	50
3	5	3	DSC		DSC 5C	4	4	50	50	100
4	5	3	DSC Practical		DSC Practical - 5C	2	4	25	25	50
5	5	3	Elective I		Elective - I	4	5	50	50	100
6	5	3	Elective II		Elective - II	4	5	50	50	100

7	5	4	SEC		Skill Enhancement Courses – III	2	4	25	25	50
8	3	6	ITR		Industrial Training Report-II	2		50		50
9	5	6	VAC		Value Added Course - V	2	-	50		50
						26	30			
1	6	3	Core		Core - International Business Management	4	6	50	50	100
2	6	3	Core Practical		Core Practical – Port Terminal Logistics	2	4	25	25	50
3	6	3	Elective III		Elective – III	4	6	50	50	100
4	6	3	Elective IV		Elective – IV	4	6	50	50	100
5	6	3	Core Course - XI		Core Project	8	4	100	100	200
6	6	4	SEC		Skill Enhancement Courses – IV	2	4	25	25	50
7	6	5	EX		Extension Activity- EX %	2	-	50		50

Discipline Specific Core

S. No.	Pre-requisite	Sub Code	Subject	Offering Department	Mandatory
1			Modern Office Management	Management	Yes
2			Forecasting and Inventory Management	Management	Yes
3			Freight Forwarding (ocean and Air Cargo)	Management	Yes
4			International Logistics Management	Management	Yes
5			Research Methods for Management	Management	Yes
6			Logistics Network Design	Management	No
7			Internet and Web Designing	Management	No

8			Strategic Management	Management	No
9			Total Quality Management	Management	No
10			International Business Management	Management	No

Discipline Specific Core - Practical

S. No .	Pre-requisite	Sub Code	Subject	Offering Department	Mandatory
1			Modern Office Management Lab	Management	Yes
2			Forecasting and Inventory Management Practical Lab	Management	Yes
3			Freight Forwarding (ocean and Air Cargo)	Management	Yes
4			International Logistics Management Practical	Management	Yes
5			Logistics Network Design Practical	Management	Yes
6			SPSS	Management	Yes
7			Internet and Web Designing Practical	Management	Yes
8			Strategic Management Practical	Management	Yes
9			TQM Practical	Management	Yes
10			Port Terminal Logistics	Management	Yes

Allied

S. No .	Pre-requisite	Sub Code	Subject	Offering Department	Mandatory
1			Business Mathematics	Maths	Yes
2			Quantitative Techniques	Maths	Yes
3			Design Thinking and Entrepreneurial Development	Management	No
4			Business ethics and IPR	Management	No
5			Business Economics	Management	No
6			Business Environment	Management	No

				ent	
7			Event Management	Managem ent	No
8			Company Law	Managem ent	No

Skill Enhancement Courses

S. No .	Pre-requisite	Sub Code	Subject	Offering Departme nt	Mandatory
1			Taxation	Managem ent	Yes
2			Banking theory and Practice	Managem ent	No
3			Comprehensive Examination	Managem ent	No
4			Export and Import Documentation	Managem ent	No
5			Stress Management	Managem ent	Yes
6			Business Communication	Managem ent	No
7			Sales Management	Managem ent	No
8			Marketing Research	Managem ent	No

Elective

S. No .	Pre-requisite	Sub Code	Subject	Offering Departme nt	Mandatory
1			Principles of Logistics Information	Managem ent	Yes
2			E-Logistics	Managem ent	No
3			Dry Cargo Chartering	Managem ent	No
4			International Marketing for Logistics and Supply chain Management	Managem ent	No
5			Global Supply chain Integration and International Sourcing	Managem ent	Yes
6			Retail Supply Chain Management	Managem ent	No
7			Logistical Operation Integration	Managem ent	Yes

8			Entrepreneur Resource Planning	Management	No
9			Fundamentals of Artificial Intelligence	Management	
10			Information System Security	Management	
11			Digital Marketing	Management	
12			Supply Chain Management	Management	

Ability Enhancement Course

S. No .	Pre-requisite	Sub Code	Subject	Offering Department	Mandatory
1			Environmental Studies	General	Yes
2			Women studies	Commerce II	No
3			Constitution of India	Commerce I	No
4			Human Rights	General	No
5			Yoga	Tamil	Yes
6			NCC	VISCOM	No
7			Communicative English	English	Yes
8			Quantitative Aptitude	Mathematics	No

Inter Department Learning Courses:

Semester – III	1. Digital Marketing
	2. Investment Management
	3. Event Management
	4. Basics of Business Ethics
Semester - IV	1. Talent Management
	2. Career planning & Guidance
	3. Consumer Behavior
	4. Entrepreneurial Development

SEMESTER - 1

Subject Code	Subject Title	Lecture	Tutorial	Practical	Credit	Type															
	Core - Principles of Management	4	4	0	4	Theory															
Introduction: To enable the students to learn principles, concepts and functions of Management. Identify the key competencies needed to be an effective manager. Provide the students with the capability to apply theoretical knowledge in simulated and real-life settings. Develop the students’ ability to work in teams																					
Course Objective <table><tr><td>CO1</td><td>:</td><td>Discuss and communicate the management evolution and how it will affect future managers</td></tr><tr><td>CO2</td><td>:</td><td>Observe and evaluate the influence of Historical forces on the current practice of management</td></tr><tr><td>CO3</td><td>:</td><td>Identify and evaluate social responsibility and ethical issues involved in business situations and logically articulate own position on such issues.</td></tr><tr><td>CO4</td><td>:</td><td>Practice the process of management's four functions: planning, organizing, leading, and controlling</td></tr><tr><td>CO5</td><td>:</td><td>Identify and properly use vocabularies within the field of management to articulate one's own position on a specific management issue and communicate effectively with varied audiences.</td></tr></table>							CO1	:	Discuss and communicate the management evolution and how it will affect future managers	CO2	:	Observe and evaluate the influence of Historical forces on the current practice of management	CO3	:	Identify and evaluate social responsibility and ethical issues involved in business situations and logically articulate own position on such issues.	CO4	:	Practice the process of management's four functions: planning, organizing, leading, and controlling	CO5	:	Identify and properly use vocabularies within the field of management to articulate one's own position on a specific management issue and communicate effectively with varied audiences.
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CO4	:	Practice the process of management's four functions: planning, organizing, leading, and controlling																			
CO5	:	Identify and properly use vocabularies within the field of management to articulate one's own position on a specific management issue and communicate effectively with varied audiences.																			
UNIT I [12 Hours] Introduction- Definition of management, nature and scope of management - Management as a science and art, Management as a profession, Management and Administration-Managerial roles and Skills; Development of Management through; Classical and neo – classical systems; Contingency approaches: - Robert Owen, Taylor Fayol, and Elton Mayo.																					
UNIT II [12 Hours] Planning – Nature – Importance – Forms – Types – Steps in Planning – Objectives – Policies – Procedures and Methods – Nature and Types of Policies – Decision Making – Process of Decision making – Types of Decisions – Problems involved in Decision – making.																					
UNIT III [12 Hours] Organizing – Types of Organization (Line and Staff, Committees, Projects, Matrix) – Organizational structure – Span of Control – Departmentalization – Informal Organization Meaning and functions of Staffing.																					
UNIT IV [12 Hours] Authority – Delegation – Decentralization – Difference between authority and power – Uses of																					

authority – Distinction between Centralization decentralization – Responsibility –Nature, Purpose and Scope of Directing. - Controlling – Meaning, importance and Types of Control -Control Process.

UNIT V

[12 Hours]

Co-ordination – Need for Co-ordination – Types – Techniques – hierarchy of control-Co-operation-meaning- Distinction between co-ordination and co-operation – Requisites for excellent Co-ordination.

Text Book:

P.C. Tripathy, “Principles of Management,” Tata McGraw hill publishing Company ltd, 5th Edition, 2012, New Delhi.

T. Ramasamy, “Principles of Management,” Himalaya Publishing House, First Edition, 2014.

Reference Books:

1. R.K.Sharma&ShashiK.Gupta, Principles of Management
2. Bhushan Y.K, “Business Organization,” Sultan Chand & Sons, Nineteenth Edition -2013.
3. L.M. Prasad, Principles of Management, 5th Edition, Himalaya publication, Mumbai – 2006.
4. Hellriegel, Slocum & Jackson, ' Management - A Competency Based Approach', Thomson South Western, 10th edition, 2007.
5. S.Bagad, 'Principles of Management', Technical Publications, 4th edition, 2013.

Note: :

Mapping of Course Outcomes with Program Outcomes:

	Program Outcomes									Program Specific Outcomes			
Course Outcomes	P01	PO2	P03	P04	P05	P06	P07	P08	P09	PSO1	PSO2	PSO3	PSO4
CO1	3	2	3	3	3	3	3	3	3	3	3	3	3
CO2	3	3	3	3	3	3	3	3	3	3	3	3	3
CO3	3	3	3	3	2	3	3	3	3	3	3	3	3
CO4	3	3	3	3	3	3	3	3	3	3	3	3	3
CO5	3	3	3	3	3	3	3	3	3	3	3	3	3

Subject Code	Subject Title	Lecture	Tutorial	Practical	Credit	Type
	Core Practical - Principles of Management	2	0	2	2	Practical

Introduction:

To enable the students to learn principles, concepts and functions of Management. Identify the key competencies needed to be an effective manager. Provide the students with the capability to apply theoretical knowledge in simulated and real-life settings. Develop the students' ability to work in teams.

Course Objective

CO1	:	To relate the theory and real business situations.
CO2	:	To ascertain the various techniques and employ in real situations
CO3	:	To critically evaluate the problems and to prepare innovative solutions.
CO4	:	Practice the process of management's four functions: planning, organizing, leading, and controlling
CO5	:	Identify and properly use vocabularies within the field of management to articulate one's own position on a specific management issue and communicate effectively with varied audiences.

UNIT I

[12 Hours]

- 1.1. Describe the functions of a manager as applicable to an Industry, also amplify coordination as a task of the manager.
- 1.2. Henry Fayol is regarded as "Father of modern management theory." What are various groups in which Industrial activities can be divided, support your answer by the figure diagram.
- 1.3. Planning in an Industry occupies an important place for all managers, write types of Plans as applicable to various industries.

UNIT II

[12 Hours]

- 2.1. The principle of efficiency of plans states "The efficiency of a plan is measured by the amount it contributes to purpose and objectives as offset by the costs required to formulate and operate it and by unsought consequences."
- 2.2. What do you understand by Matrix Organization, mention advantages and disadvantages of Matrix Organization?
- 2.3. "Informal organization is detrimental to the interests of formal organization and, therefore, it is an evil to be nipped in the bud itself.

UNIT III

[12 Hours]

- 3.1 “Decentralization is not necessarily good, nor centralization necessarily bad”.
- 3.2 Explain Leadership & Management – Relationship and Differences.
- 3.3 Discuss Qualities of a Leader in an Organization

UNIT IV

[12 Hours]

- 4.1 Is Management a Science or an Art?
- 4.2 Suppose you are the CEO of a shoe-making firm. Your company is about to launch a new product in the market. Which type of teams would you build and what responsibilities would you allot them?
- 4.3 “Leadership is the driving force which gets thing done by others”. Discuss

UNIT V

[12 Hours]

- 5.1. Suppose you have inherited a business of your father who nurtured employees like a family, thus turning the organisation into an informal type. How will you ensure commitment to your plans of fast growth and profit maximization?
- 5.2. Assuming that the trend toward robotics and artificial intelligence continues into the next century, how might managers and HR departments be affected?
- 5.3. "Management involves coordination and integration of all resources, to accomplish specific results". Explain.

Text Book:

- 1.P.C. Tripathy, “Principles of Management,” Tata McGraw hill publishing Company Ltd, 5th Edition, 2012, New Delhi.
2. T. Ramasamy, “Principles of Management,” Himalaya Publishing House, First Edition, 2014.

Reference Books:

1. R.K.Sharma&ShashiK.Gupta, Principles of Management
2. Bhushan Y.K, “Business Organization,” Sultan Chand & Sons, Nineteenth Edition -2013.
3. L.M. Prasad, Principles of Management, 5th Edition, Himalaya publication, Mumbai – 2006
4. Hellriegel, Slocum & Jackson, ' Management - A Competency Based Approach', Thomson South Western, 10th edition, 2007.
5. S.Bagad, 'Principles of Management', Technical Publications, 4th edition, 2013.

Rathinam College of Arts & Science (Autonomous), Coimbatore-21.

Admitted in BBA LOGISTICS from the academic year 2021-2022 Onwards

Note: :

Mapping of Course Outcomes with Program Outcomes:

	Program Outcomes									Program Specific Outcomes			
Course Outcomes	P01	P02	P03	P04	P05	P06	P07	P08	P09	PSO1	PSO2	PSO3	PSO4
CO1													
CO2													
CO3													
CO4													
CO5													

Approved in the BOS Meeting held on 03-05-2021

Subject Code	Subject Title	Lecture	Tutorial	Practical	Credit	Type
	Core - II – Modern office Management	4	4	0	4	Theory

Introduction:

To enable the students to acquire knowledge on basic office communication and familiar with tools for office management.

CO1	:	Able to gain knowledge about basic office.
CO2	:	Identify the characteristics of office environment
CO3	:	Apply the techniques of filing and maintain the records
CO4	:	Comprehend the basic of word formatting
CO5	:	Equip with the skills of creating presentations

UNIT I

[12 Hours]

Office Management and organization Basic concepts of office – Importance – Functions – size of the office – office management – relations with other departments – scientific office management – office manager - principles of office organization – types / systems of organization – charts – centralization Vs. decentralization.

UNIT II

[12 Hours]

Office Environment & Communication Office location – characteristics / Qualities of office building – Environment – Physical – hazards in office safety – security – secrecy – communication – meaning – essential features – classification – barriers to communication.

UNIT III

[12 Hours]

Office correspondence & Record management Centralized Vs Departmental correspondence – depart mental typing and typing pools – classification of records – principles of record keeping – filling – methods.

UNIT IV

[12 Hours]

MS Word:- Word basics, formatting text and documents, working with headers, footers and footnotes, tabs, tables and sorting, Working with graphics, templates, and introduction to mail merge. MS Excel:- Excel basics, rearranging worksheets, excel formatting tips and techniques, Introduction to functions; Excel chart features, working with graphics, Using worksheet as a Database..

UNIT V

[12 Hours]

MS Power Point:- Power Point basics, creating presentation the easy way, working with graphics, Inserting various objects (Picture, Organizational Chart, Audio, Video etc) in slide, Adding Animation effects in slide.

Text Book:

1. R S N Pillai & Bagavathi, Modern Office Management, S Chang publishing, 2018

Reference Books:

[melton, Beth et al.](#), Microsoft Office Professional 2013 Step by Step, PHI learnings, 2013
Sudhir Andrews, Front Office Management & Operations, McGraw hill, Latest edition

Note:

Mapping of Course Outcomes with Program Outcomes:

	Program Outcomes									Program Specific Outcomes			
Course Outcomes	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PSO1	PSO2	PSO3	PSO4
CO1	H	L	M	M	L	H	L	M	M	H	L	M	M
CO2	M	H	H	L	M	M	H	H	L	M	H	H	L
CO3	M	L	H	H	M	M	L	H	H	M	L	H	H
CO4	M	M	H	H	M	M	M	H	H	M	M	H	H
CO5	M	M	H	M	H	M	M	H	M	M	M	H	M

Subject Code	Subject Title	Lecture	Tutorial	Practical	Credit	Type
	DSC Modern Office Management Practical	2	0	2	2	Practical

Introduction:

To enable the students to acquire knowledge on basic office communication and familiar with tools for office management with practical experience

Course Objective

CO1	:	Able to gain knowledge about basic office.
CO2	:	Identify the characteristics of office environment
CO3	:	Apply the techniques of filing and maintain the records
CO4	:	Comprehend the basic of word formatting
CO5	:	Equip with the skills of creating presentations

UNIT I

[12 Hours]

1. MS Word Exercises

1.1. Type a simple two-page matter (A4 page 12 size font). Save your document in a specified location. (say, D:\BBA\MSOffice\docx). Save the same file with other name in different location using Save As dialogue box.

1. 2.Design E-book cover pages / Magazine / books front/back page using cover page option in Insert Menu. You can assume your college or department in-house magazines.

1.3.Create Business Cards using Shapes, text, and colors. Assume your own company and simply try out a logo too for the same.

UNIT II

[12 Hours]

1. MS Word

1.4. Use smart art and create organization charts with at least 3 levels and more realistic of an organization known to you.

1.5. Make books content page or index page (first line indent, hanging indent and the perfect use of ruler bar in Microsoft Word)

2.MS Excel

2.1 Enter your classmates name and register number in a workbook, and as like your class teacher add CIA test1 and 2 marks; add final model exam marks. Using various functions in Excel, take the best out of the former two and model exam mark after converting them for a max of 10. Make the total for each student which will be out of twenty.

UNIT III	[12 Hours]
2. MS Excel Exercises	
2.2 As a student in charge of library books in your department, prepare a worksheet of books borrowed from library by your department.	
2.3 Make a shopping list of at least dozen commodities. Based on the quantity and price of each unit, prepare an invoice for the whole basket using MS Excel worksheet.	
2.4 Enter the name, relationship and date of birth of your family members and relatives in a MS Excel worksheet. Calculate their age as of today and arrange them either in descending or ascending order. (ensure to have at least ten entries). Assuming their weight (kg) and height (cm), find out their BMI by using formula	
UNIT IV	[12 Hours]
2. MS Excel Exercises	
2.5 Prepare a list of ‘Plus 2’ classmates with their school marks out of 1200. Find the percentage. Count how many scored more than 60%. Also count the number of students secured between 50% and 60%.	
3. MS Power Point Exercises	
3.1. Create at least ten slides for a new product launch campaign. Assuming that your company with an umbrella brand launches a new product for a specific niche market segment.	
3.2 Create at least ten slides for a new product launch campaign. Assuming that your company with an umbrella brand launches a new product for a specific niche market segment.	
UNIT V	[12 Hours]
3. MS Power Point Exercises	
3.3 Prepare slides with various features such as charts from Excel, clip arts from hard disc, and animated themes to demonstrate your expertise in using various features included in MS PowerPoint.	
3.4 Prepare slides to argue out your stand on —Are girls more intelligent than boys?	
3.5 Prepare slides to explain your position on —Indian Villages: Strengths and Weakness	
Introduction to MS Visio basics ONLINE Tutorials and Introduction to Goggle drives	
.	
Text Book:	
1. R S N Pillai & Bagavathi, Modern Office Management, S Chang publishing, 2018	
Reference Books:	
melton, Beth et al. , Microsoft Office Professional 2013 Step by Step, PHI learnings, 2013	
Sudhir Andrews, Front Office Management & Operations, McGraw hill, Latest edition	

Note: :

We may try with advanced version of MS office 2013 and Professional version of Excel.

Mapping of Course Outcomes with Program Outcomes:

	Program Outcomes									Program Specific Outcomes				
Course Outcomes	P01	P02	P03	P04	P05	P06	P07	P08	P09	PSO1	PSO2	PSO3	PSO4	PSO5
CO1	3	3		2	2	1	1		2	2	1	3	3	
CO2	3	3	2	2	3	1	2	1	1	3	1	3	3	1
CO3	3	3	2	3	3	2	3	1	2	3	1	3	3	2
CO4	2	2	1	3	2	1			2	1	2	3	3	
CO5	2	3	2	3	2	2	2		2	3	2	3	3	1

SEMESTER - 2

Subject Code	Subject Title	Lecture	Tutorial	Practical	Credit	Type															
	Core – Organizational Behaviour	4	4	0	4	Theory															
Introduction: To enable the students to acquire knowledge about organizational behavior in industry, to familiarize the students with the basic concepts of the organizational behavior and to enhance their understanding of the interaction between the individuals and the organizations.																					
Course Objective <table><tr><td>CO1</td><td>:</td><td>Students came to know the need, scope and theories of organization</td></tr><tr><td>CO2</td><td>:</td><td>Students achieve knowledge on various motivational techniques of employees</td></tr><tr><td>CO3</td><td>:</td><td>Students learned knowledge on work environment and leadership styles</td></tr><tr><td>CO4</td><td>:</td><td>Students acquired knowledge on group dynamics in an organization</td></tr><tr><td>CO5</td><td>:</td><td>Students understood the climate and culture in an organization</td></tr></table>							CO1	:	Students came to know the need, scope and theories of organization	CO2	:	Students achieve knowledge on various motivational techniques of employees	CO3	:	Students learned knowledge on work environment and leadership styles	CO4	:	Students acquired knowledge on group dynamics in an organization	CO5	:	Students understood the climate and culture in an organization
CO1	:	Students came to know the need, scope and theories of organization																			
CO2	:	Students achieve knowledge on various motivational techniques of employees																			
CO3	:	Students learned knowledge on work environment and leadership styles																			
CO4	:	Students acquired knowledge on group dynamics in an organization																			
CO5	:	Students understood the climate and culture in an organization																			
UNIT I [12 Hours] Importance And Scope Of Organizational Behaviour – Individual Differences - Intelligence Tests - Measurement Of Intelligence - Personality Tests - Nature, Types And Uses. - Importance - Group Dynamics – Cohesiveness.																					
UNIT II [12 Hours] Perception - Factors affecting perception - Motivation - theories - financial and non-financial motivation - techniques of motivation - Transactional Analysis - Brain storming.																					
UNIT III [12 Hours] Job satisfaction - meaning – factors, Morale - importance - Employee attitude and behaviour and their significance to employee productivity - Job enrichment - job enlargement																					
UNIT IV [12 Hours] Conflict - Types of Conflict – Resolution of conflict - Sociometry - Group norms – supervision style - Training for supervisor Leadership - types - theories – Trait, Managerial Grid, Fiddler’s contingency																					
UNIT V [12 Hours] Stress management—meaning, types of stress- consequences of work stress. Counseling -meaning - Importance of counselor - types of counseling - merits of counseling.																					

Text Book:

1. K. Ashwathappa, “Organizational Behaviour”, Himalaya Publishing House – 6th Edition (Unit I to V)

Reference Books:

1. L.M. Prasad, “Organizational Behaviour”, Sultan Chand & Sons, Fifth Edition 2014.
2. Keith Davis, “Human Behaviour at Work”, McGraw-Hill Higher Education – 11th Edition, 2015.
3. Keith Davis, “Human Behaviour at Work, McGraw Hill, Higher Education, 7th Edition,
4. Ghos, “Industrial Psychology”, Himalaya Publishing House, First Edition, 2015.

Note: :

Mapping of Course Outcomes with Program Outcomes:

	Program Outcomes									Program Specific Outcomes			
Course Outcomes	P01	P02	P03	P04	P05	P06	P07	P08	P09	PSO1	PSO2	PSO3	PSO4
CO1													
CO2													
CO3													
CO4													
CO5													

Subject Code	Subject Title	Lecture	Tutorial	Practical	Credit	Type
	Core – Organizational Behaviour Practical	2	0	2	2	Practical

Introduction:

Students can practice the concepts they have studied in the theory by applying the same in the case studies given as exercise and practice it.

Course Objective

CO1	:	Students came to know the need, scope and theories of organization
CO2	:	Students achieve knowledge on various motivational techniques of employees
CO3	:	Students learned knowledge on work environment and leadership styles
CO4	:	Students acquired knowledge on group dynamics in an organization
CO5	:	Students understood the Team building, climate and culture in an organization

UNIT I

[12 Hours]

1. You are a CEO of a multi-unit company. In one of your units performance has been declining rapidly for the last six months. Although the unit head is committed manager, he cannot do much, because according to him, even though the managers individually are responsible, they lack some technical computer knowledge, and do not function as a team.

Questions:

What are the OB challenges involved in this and what will you do?

2. XYZ company follows a strict performance management system. The company's managers aim at retaining the good performers and making the not-so-good performers to leave the company. Some unrest situation was existing and the attrition rate was higher.

Questions:

What organizational behaviour related challenges the company faces if its managers wanted to retain the good performers and allow not-so-good performers to leave? Discuss.

UNIT II

[12 Hours]

3. In a factory, the male chief executive officer feels that women have an equal opportunity for advancement into top management, but the female assistant personnel manager feels there is no way she can break into top management's good old boy network. In another factory, the head engineer who tours the factory floor once a week in an electric cart feels this is a pleasant place to work, but a punch press operator thinks this place ranks right next to the State prison.

Questions:

1. Point out the reason for difference in perception in the first case?

2. Why does the engineer feel a pleasant place to work whereas the operator regards it next to

prison? Explain the reason.

4. Rakesh Parashar, a former group leader, was become a supervisor about four months ago when Darshan Singh left the company. He recently had some problems with two of his people. Their output has been declining steadily, and by now is well below standard. In addition, his department's overall performance has been slipping.

You noticed that the output of his section has dropped off from the last two months. You made a survey personally and found that there are two or three trouble makers in Rakesh's section. But Rakesh was not able to control them and keep them in line. When Rakesh asked he explained I talked with each one at least twice and tried to lay down the law.

I even told them the consequences if they didn't do more and much better work. They have both been with the company a long time, but I suppose in time I could build up a case against them and get them fired. But I would probably wind up looking like an ass.

Questions:

1. What will you say to Rakesh who has a trouble in his section and who lacks communicating skill?
2. What action will you suggest against the trouble maker employees?

UNIT III

[12 Hours]

5. In XYZ organisation, the members of a project management team used to report directly to the project manager. However, a change in the hierarchy was implemented, wherein the role of a team leader came into picture. The members of the team now had to report to that team leader directly. Some resistance was arising because of this new arrangement.

Questions:

1. As a manager how will you convince the team members by specifying the merits of the new arrangement to report to the team leader?

6. In a large office an employee named Rozy may feel like a mere payroll number, but her informal group gives her personal attachment and status. With the members of her group she is somebody, even though in the formal structure she is only one of a thousand employees. She may not look forward to monitoring 750 accounts daily, but the informal group gives more meaning to her day. When she thinks of meeting her friends, sharing their interests, and eating with them, her day takes on a new dimension that makes easier any difficulty or tedious routine in her work. Suddenly Rozy developed some interpersonal and intergroup conflicts with some powerful members of the group. The group did not accept her. Her work became more disagreeable and compelled her to a transfer, to absenteeism and to a resignation.

Questions:

1. Although informal groups may lead to several benefits, can these groups prove harmful?
2. Suggest some measures for Rozy to check the dysfunctions of informal groups?

UNIT IV

[12 Hours]

7. Many organizations offer flex-time programmes that allow associates to choose when they come to work and when they depart. Such programmes can help alleviate work-family role conflict and thereby reduce stress.

A small manufacturing company held brainstorming sessions among its associates to uncover the cause of stress they were experiencing. The company used feedback from the meetings to change the nature of work

rather than change how people responded. Changes included creating more realistic deadlines, generating more supervisory support and giving associates more involvement in making decisions related to matters affecting them.

Questions:

1. To remove stress, which policy will you prefer – change the employee or change the workplace? Why?

8. Microsoft has one of the lowest employee turnover rates in the IT industry; however, there is room for improvement. Top talent is currently leaving Microsoft to pursue Internet start-ups or jumping ship to Google. The loss of these key employees represents a serious threat to the success of the company in the future. Recognizing this problem, Microsoft is actively identifying its top talent and developing ways to make jobs more attractive.

Employee engagement appears to be the buzz in corporate America/Studies show that employees who are engaged are more productive, profitable, and customer focused and less likely to leave the organization. According to Dr. Beverly Kaye, an expert on career issues in the workplace, what employees want is a relationship with their managers, so managers have to act more like coaches, not bosses. Some of the factors that always rank at the top with regard to what gets employees engaged and what they value in a job include career opportunities and development, great people to work with, and a great boss. Microsoft is meeting the challenge of improving worker morale head on to retain its employees.

My Microsoft is a program introduced by the company to provide some of the attractive amenities that other IT companies offer employees. This program will include a wide range of incentives focused on improving the working conditions and culture of the company, such as a set of lifestyle perks and a management development program. Microsoft's new program is an initial step to improve the morale of employees, but only time will tell if this program is attractive enough to retain employees.

Questions:

1. What are the factors causing the brain drain at Microsoft? Explain.
2. Is Microsoft's organizational structure having an impact on its organizational commitment levels? Explain.

UNIT V

[12 Hours]

Importance of Team Building can be educated game play based on teachers choice.

2 Exercises to be conducted and SOP can be given for the same.

Text Book:

1. K. Ashwathappa, "Organizational Behaviour", Himalaya Publishing House – 6th Edition (Unit I to V)

Reference Books:

1. L.M. Prasad, "Organizational Behaviour", Sultan Chand & Sons, Fifth Edition 2014.
2. Keith Davis, "Human Behaviour at Work", McGraw-Hill Higher Education – 11th Edition, 2015.
3. Keith Davis, "Human Behaviour at Work", McGraw Hill, Higher Education, 7th Edition,
4. Ghos, "Industrial Psychology", Himalaya Publishing House, First Edition, 2015.

Note: :

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Admitted in BBA LOGISTICS from the academic year 2021-2022 Onwards

Mapping of Course Outcomes with Program Outcomes:													
	Program Outcomes									Program Specific Outcomes			
Course Outcomes	P01	P02	P03	P04	P05	P06	P07	P08	P09	PSO1	PSO2	PSO3	PSO4
CO1													
CO2													
CO3													
CO4													
CO5													

Approved in the BOS Meeting held on 03-05-2021

Subject Code	Subject Title	Credit	Lecture	Tutorial	Practical	Type
	DSC – 2C - Forecasting and Inventory Management	4	4	-	0	Theory

Introduction: To enable the students to acquire knowledge of inventory processes and forecasting techniques. On successful completion of this course, the students should have understood the principles, functions and process of Inventory Management, Forecasting Techniques with application to E-Logistics.

Course Outcomes:

CO1	:	Acquired knowledge on Inventory Management in Ware housing
CO2	:	Gained knowledge on various Management Techniques
CO3	:	Students learnt the techniques of production and inventory control techniques
CO4	:	Students understood the various inventory management techniques
CO5	:	Ability to Forecast on the Inventory requirements

UNIT I: **[12 Periods]**

Introduction to Inventory Management What is inventory management-Why is inventory management important-Role in inventory management in e-commerce supply chain-Inventory management terms-Types of inventory in e-commerce supply chain -Management of inventory in e-commerce supply chain.

UNIT II: Basic Inventory Management Techniques and Relevance to E-Commerce Logistics

[12 Periods]

Economic order quantity-Minimum order quantity –ABC, VED and FSN analysis. -Just-in-time inventory management. -Safety stock inventory. -FIFO and LIFO. -Batch tracking. -Consignment Inventory-Perpetual inventory management.

UNIT III: Key Inventory Management Metrics and Software **[12 Periods]**

Inventory turnover -Safety stock -Reorder point -Backorder rate-Carrying cost of inventory What is inventory management software? - Features of good quality software. -Choosing the correct warehousing management system

UNIT IV: **[12 Periods]**

Forecasting Techniques- Definitions- Qualitative Techniques- Delphi Method, Prediction Method, Historical Life cycle analogy, Executive Opinion. Quantitative Techniques- Time Series Model, Moving average, Casual Models, Seasonal Index.

UNIT V: **[12 Periods]**

Quality Management – Fundamentals – Planning for Quantity – Quality Process – Statistical Process Control (SPC) – Quality Assurance – Total Quality management. Bench marking: Meaning - objectives – advantages. ISO: Features - Advantages - Procedure for obtaining ISO.

Text books:

1. Paneerselvam: Production and Operation Management, Prentice Hall, 2003. **(Unit I to V)**
2. N.J. Aquilano, R.B. Chase & F.R. Jacob: Operation Management for Competitive Advantage, Tata McGraw – Hill, 9th Edition.
3. . Sunil Chopra and Peter Meindl, Supply Chain Management Pearson Education Asia, 3rd edition, 2007

Reference

1. S.N. Charry; Production and Operation Management, Tata McGraw-Hill, 2000.

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Admitted in BBA LOGISTICS from the academic year 2021-2022 Onwards

2. D.D. Sharma; Total Quality Management, Sultan Chand & Sons, Edition. 2002
3. Simchi-Levi, David, “Designing and Managing Supply Chain”, Tata McGraw Hill, 3rd Edition, 2007.
4. David E Mulcahy, “Warehouse Distribution and Operations Handbook, McGraw Hill, 6th Edition, 1993.

	Program Outcomes									Program Specific Outcomes			
Course Outcomes	P01	PO2	P03	P04	P05	P06	P07	P08	P09	PSO1	PSO2	PSO3	PSO4
CO1													
CO2													
CO3													
CO4													
CO5													

Approved in the BOS Meeting held on 03-05-2021

Subject Code	Subject Title	Credit	Lecture	Tutorial	Practical	Type
	DSC Practical -2C- Forecasting and Inventory Management	2	4		4	Practical

Introduction: this subjects helps students to understand the subject better and they can apply this in their real environment.

Course Outcomes:

CO1	:	Acquired knowledge on Inventory system
CO2	:	Understanding the basic concepts of ABS, XYZ and HML Inventory techniques
CO3	:	Understanding the VED and FSN Inventory control and its applications
CO4	:	Understanding the FSN Analysis
CO5	:	Understanding the FIFO and LIFO model of Inventory control

1. P System and Q System Applications working 2 examples

2. ABC Analysis examples Differences between ABC , XYZ and HML techniques working 2 examples

3. VED and FSN Model of Inventory control working 2 examples

4. EOQ Model of Inventory Control 2 examples without shortages

5. FIFO and LIFO Models and its applications (Understanding the concepts and its applications Theory Only)

	Program Outcomes									Program Specific Outcomes			
Course Outcomes	P01	P02	P03	P04	P05	P06	P07	P08	P09	PSO1	PSO2	PSO3	PSO4
CO1													
CO2													
CO3													
CO4													
CO5													

SEMESTER –III

Subject Code	Subject Title	Credit	Lecture	Tutorial	Practical	Type
	CORE- SURFACE TRANSPORTATION	4	6	-	0	Theory

Objective: To understand the legal framework governing surface transport in India and International conventions and practices.

Course Outcome:

CO1	:	Analyse issues in Multimodal transport in India and take a strategic view of similar transport globally, impacting Indian business
CO2	:	Apply analytical techniques to arrive at cost effective solutions to Indian transport needs in the existing legal framework
CO3	:	Decide optimal modal options
CO4	:	Manage International Logistics & Supply Chain partners and service providers
CO5	:	Deploy knowledge of local, regional and international transportation networks to identify and solve incoming and outgoing transport problems.

UNIT I

Introduction to surface transportation -Introduction to surface transportation - Need for transportations - Role of transportations in logistics - Importance of transportations - Types of transportations metrics - functions of transportations - inter modal transport -various land transport carriers and their Load capacities - pricing and availability - verification of carriers and drivers - transit rules - traffic rules inside warehouse premises - Docking procedure and safety steps. Procedure to Confirm vehicle for loading of goods.

UNIT II

Tracking of transport -Transportation Optimization - Documentation for transportation – GST – E Waybill Filing - Transportation Telematics - Vehicle tracking system - Communication with vehicle driver or transport company -Probable reasons for delay or any issues during transit -Solutions for corrective actions (such as talking to local authorities or break down service assistance) - Road signs, List good practices in driving.

UNIT III

Types of Trucks and Load capacity -Types of Trucks and Load capacity/Organisation structure in a Transport organization/ Incident management systems & Processes - Explain types of temperature-controlled carriers - Discuss hazmat goods rules -Importance of safety data sheet and labels - Procedure for Consolidation of consignments for optimal loads, to verify count of material - Reporting discrepancies such as pilferages, loss or damage of goods in transit - Checking insurance and claims - steps to close deliveries and Coordinate with loading / unloading supervisor.

UNIT IV

Benefits of efficient transportation systems -Benefits of efficient transportation systems/Study on emerging trend in transportation sector/ pricing in transportation sector/govt regulations on transportation in India. Safety procedures during transit and emergency response steps - keeping track of news on traffic and communicate with drivers to identify delays and suggest re-routing -Explain tracking systems-Importance of consignment number - GPS systems and tracking devices - Procedure for downloading and reading tracking data from devices

UNIT V

Customer Management -Customer Management/ Vendor coordination for return truck loads/DG Handling – features and facilities offered by railways factors influencing growth in rail logistics – suitability for different cargo and distance ranges segments – innovative schemes-facilities to popularize rail logistics in India

TEXT BOOKS

1. J P Saxena, Warehouse Management and Inventory Control- Vikas Publication House Pvt Ltd, First Edition, 2013.
2. Warehouse Management: Automation and Organisation of Warehouse and Order Picking Systems [With CDROM], Michael Ten Hompe, Thorsten Schmidt, Springer-verlag, First Edition, 2006.

	Program Outcomes									Program Specific Outcomes			
Course Outcomes	P01	P02	P03	P04	P05	P06	P07	P08	P09	PSO1	PSO2	PSO3	PSO4
CO1	3	3	3	3	2	1	3	3	3	3	3	3	1
CO2	3	3	3	1	2	1	3	3	3	3	3	1	1
CO3	3	3	3	1	1	1	1	3	3	3	1	3	3
CO4	2	2	2	3	3	1	2	3	1	2	2	3	3
CO5	3	3	3	3	1	1	2	3	1	1	2	2	3

1 – Weakly mapped 2 – Moderately mapped 3 – Strongly mapped

Subject Code	Subject Title	Credit	Lecture	Tutorial	Practical	Type
	CORE PRACTICAL - SURFACE TRANSPORTATION	4	6	-	0	Practical

Objective: To understand the status of Indian infrastructure for different transport modes, comparison with International situation and commercial and ecological implications

Course Outcome:

CO1	:	To provide practical exposure of surface transportation
CO2	:	To provide practical exposure for application of such concepts
CO3	:	To help Students to understand surface transportation including road and rail transport
CO4	:	To develop competencies and knowledge of students to become transportation professionals
CO5	:	To orient students in the field of Logistics

Exercises

I. Identify various land transport carriers, Load capacities, pricing and availability Check Statutory documents for verification of carriers and drivers Follow transit rules and place indent for land transport vehicles.

II. Follow traffic rules inside warehouse premises. Adopt Docking procedure and safety steps. Ascertaining vehicle fitness .Confirm vehicle for loading of goods Check vehicle tracking system. Communicate with vehicle driver or transport company Identify the reasons for delay or any issues during transit and take Corrective actions and verify shipments status.

III. Follow road signs, Good practices of driving and safety procedures.

IV. Carryout Consolidation of consignments for optimal loads. Carryout booking, loading, receiving and unloading of consignments. Coordinate with supervisor.

V. Verify discrepancies such as pilferages, loss or damage of goods in transit Check insurance and claims. Follow the Steps to close deliveries.

VI. Identify routes and transit rules. Estimate transit time,delay and decide on routing of shipments. Keep track of news on traffic. Communicate with drivers to identify delays. Suggest re-routing of shipments.

VII. Use GPS System tracking devices, consignment number. Download, read tracking data from devices and Track transport vehicles.

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Admitted in BBA LOGISTICS from the academic year 2021-2022 Onwards

VIII. Use various types of temperature controlled carriers and transport temperature controlled and hazardous goods Follow the hazmat goods rules, safety data sheet and labels

	Program Outcomes									Program Specific Outcomes			
Course Outcomes	P01	P02	P03	P04	P05	P06	P07	P08	P09	PSO1	PSO2	PSO3	PSO4
CO1	3	3	2	1	3	3	3	1	2	2	3	3	1
CO2	3	2	2	3	2	1	3	3	3	1	2	3	1
CO3	3	1	3	3	1	2	2	3	3	3	3	2	3
CO4	2	3	3	3	3	3	3	1	3	3	3	3	3
CO5	2	2	1	3	2	3	3	3	2	2	3	3	3

1 – Weakly mapped 2 – Moderately mapped 3 – Strongly mapped

Subject Code	Subject Title	Credit	Lecture	Tutorial	Practical	Type
	DSC 3C- FREIGHT FORWARDING (OCEAN & AIR CARGO)	4	6	-	0	Theory

Objective: To provide the participants with a good knowledge of ocean freight operations, services and management that can support them in various business functions and roles such as operations, customer service, account management and sales

Course Outcome:

CO1	:	To familiarize the student with the information about transportation considerations for the import and export
CO2	:	To familiarize the student with the domestic trade processes
CO3	:	The students will be able to assess transportation operations towards increased logistics efficiency while discovering opportunities for saving time, expense and hassle
CO4	:	To develop competencies and knowledge of students to become freight forwarding professionals
CO5	:	To help Students to understand freight forwarding

UNIT I

Introduction to EXIM, Freight forwarding and custom clearance – types of custom clearances – Importance of custom clearance – certificate of origin, ICEGATE and insurance – custom Act – Regulations pertaining to custom clearance – different modes of freight forwarding – domestic and international freight forwarding networks – process of freight forwarding.

UNIT II

Multimodal transportation - Vendor management - bulk load handling - brief on transshipment - DG handling - customer acquisition and management - Customs clearance procedure - Documents and its importance - Stages of Documentations process and procedures - Documentation types and filing processes - Details of documents as per the format approved by the Customs - The requirement of documents for pre-shipment and requirement of documents for Import - DO's and DON'T's while handling different documents during Custom Clearance

UNIT III

Operation Procedures of Freight Forwarding - The procedures for Pre-Operating Checks and Operational checks to be performed for every shipment /consignment - List of basic handling of errors and the Operational errors that occur in common - Procedure for checking of shipping bill, Airway bill based on

invoice and packing list received from department for Freight Forwarding. Regulations (EXIM/IATA/Countries)/COM based on permutations and combinations of weight vs volume.

UNIT IV Cargo handling, INCO terms and terminologies used in Cargoes - Different Types of Cargoes for transportation. Full Export and Import value of the cargo – Importer and exporter Code (IEC), The registered PAN based Business Identification Number received from the Directorate General of Foreign Trade - Different type of Cargo, Their quantity and value - Packaging requirement for the cargo during shipment from the shipper - Inspection procedure for the cargo while unloading - DO's and DON'T's while handling different cargo - Basic Regulation pertaining to Cargo movement by Air, Sea, and Land. Climatic conditions of different routes in different seasons.

UNIT V

Documentation of Freight Forwarding process as per customer timelines and requirements - Carting, unloading, Stacking, Loading; and Stuffing - Procedure for dealing with loss or damage to goods - Different P.G.A and their roles. Technical knowledge on Containers; Pallets; Palletization; Fumigation- the general reporting processes and time frames - Different airline / shipping line available for different routes - Letters of Credit and payment Terms. Etc. - Movement policy - Details of the transport available in Different routes - Organization fees, charges structure and Organizational procedures - computer and its application in internal systems of documentation.

TEXT BOOKS

1. J P Saxena, Warehouse Management and Inventory Control- Vikas Publication House Pvt Ltd, First Edition, 2013.
2. Warehouse Management: Automation and Organisation of Warehouse and Order Picking Systems Michael Ten Hompel, Thorsten Schmidt, Springer verlag, First Edition, 2006.
3. Kapoor Satish K., and KansalPurva, 'Basics of Distribution Management: A Logistical Approach', Prentice HALL of India

	Program Outcomes									Program Specific Outcomes			
Course Outcomes	P01	P02	P03	P04	P05	P06	P07	P08	P09	PSO1	PSO2	PSO3	PSO4
CO1	3	3	3	2	3	3	3	3	3	3	3	2	3
CO2	3	2	3	2	2	1	1	3	3	2	3	3	1
CO3	3	3	2	3	3	3	3	3	3	3	2	3	1
CO4	3	1	3	3	3	3	2	3	3	2	3	3	3
CO5	3	2	1	3	2	2	3	2	1	3	2	3	3

Subject Code	Subject Title	Credit	Lecture	Tutorial	Practical	Type
	DSC PRACTICAL-3C FREIGHT FORWARDING (OCEAN & AIR CARGO)	4	6	-	0	Practical

Objective: To know the importance of transport in logistics, Compare the different modes of transport, understand the purpose, main activities and design of warehouses, Study the freight structure and practice in logistics

Course Outcome:

CO1	:	To orient students in the practical field of Logistic
CO2	:	To develop competencies and Skills of students to become Logistics professionals
CO3	:	To provide practical exposure for application of such concepts
CO4	:	To provide practical exposure in Freight Forwarding
CO5	:	To understand various tariffs applicable in sea/air/rail/road/pipeline transportation

Exercises

I Prepare the documents related to the movement of Carrier, Transporter, Custodian and Customs. Plan for Stuffing or Cargo. Prepare Invoice, packing list, Annexure and Booking Etc.

II Prepare of Note for Special requirement during Custom Clearance examination, drawback, export promotion, etc. Prepare documents as per the format given by the Customs. Prepare documents for pre-shipment / import. Follow the DO's and DON'T's while handling different documents

III Examine and verify customs related documents. Record and document for future. Reade of Documents Ascertain the common errors and correct them. Check shipping bill, Airway bill based on invoice and packing list Received. Handle Cargo documents. Receive the Importer -Exporter Code (IEC) from shipper.

IV Obtain the registered PAN based business Identification number. Receive different type of cargo including quantity and value details

V Prepare note of any packaging requirement for the cargo during shipment from the shipper Supervise Carting unloading; Stacking; Loading; Stuffing

VI Inspect the cargo while unloading. Follow procedure and ensure there is no damage during the transit. Draft certificate of Origin and other certificate. Supervise Containers; Pallets;palletization; Fumigation. Follow the DO's and DON'T's while handling different cargo.

VII Plan for transportation of Import&Export cargo. Follow Basic Regulations. Apply Climatic conditions of different routes in different seasons. Use Different airline / shipping line available for different routes

VIII Track schedule for cargo movement from the supplier destination to the customer destination

	Program Outcomes									Program Specific Outcomes			
Course Outcomes	P01	P02	P03	P04	P05	P06	P07	P08	P09	PSO1	PSO2	PSO3	PSO4
CO1	3	3	3	3	2	2	1	3	3	2	1	2	3
CO2	3	3	2	1	1	3	3	3	2	2	2	3	3
CO3	2	3	3	2	1	3	2	1	2	3	3	2	3
CO4	3	3	1	2	3	3	3	2	3	3	1	3	3
CO5	2	3	3	1	3	3	3	1	2	3	3	2	2

1 – Weakly mapped 2 – Moderately mapped 3 – Strongly mapped

Subject Code	Subject Title	Lecture	Tutorial	Practical	Credit	Type
	Design Thinking and Entrepreneurial Development	4	5	0	4	Theory
Introduction: To provide Students a social and thinking space for the recognition of innovation challenges and the design of creative solutions. An innovation new ventures, value propositions, new products or services and to create confident and encourage them to become an entrepreneur.						
Course Objective						
CO1	:	Student can understand bout Design thinking and its growth.				
CO2	:	Students can understand the step by step approach to Design Thinking and it's applications				
CO3	:	To understand the entrepreneurial development to build confident in the entrepreneurship				
CO4	:	To understand about the financial supports to be come s entrepreneur.				
CO5	:	To make them to understand the preparation of Business Plan, Business Model Canvas give an over view about the startups.				
UNIT I [12 Hours]						
Introduction Design Thinking :Introduction – Definitions - Time Line of Design Thinking – Applications – Solution Based Thinking – Analysis Vs Synthesis – Convergent Thinking - Divergent Thinking						
UNIT II [12 Hours]						
Design Thinking Process : Attributes of Design Thinking - Five Step process of Design Thinking – Empathize Stage - Define Stage – Ideate Stage – Prototype Stage – Test Stage – Application of Design Thinking in various Industries - Education sector – IT sector – Social Sector – Health Care Sector.						
UNIT III [12 Hours]						
Entrepreneurship: Entrepreneur - meaning- importance-Qualities, nature, types, traits, culture, Creativity, Innovation Value Analysis / Engineering, Entrepreneurship Growth and Role of Government in developing the entrepreneurship Scalability Sustainability and Pitching the business. Feasibility study of the project.						
UNIT IV [12 Hours]						
Financial Support: Financial Arrangements Grants and Loans, Government sponsored schemes- MSME credit - MUDRA loan- PMEGP scheme- CGTMSE Scheme- start up India, Term Loan, Working Capital, Seed funding, Angel funding, Incubation Centre						

UNIT V

[12 Hours]

Business start-ups Preparing the Business Plan, Business Model Canvas, Steps for starting a small industry, Managing day to day business tactics, Review of Business Performance with Key Indicators, Filing the GST and Bank statements and other statutory requirements.

Text Book:
1. Rl. Vasanth Desai " Dynamics of Entrepreneurial Development and Management Himalaya Publishing House.
2. Christian Mueller-Roterberg, Handbook of Design Thinking,

Reference Books:
1. C.B.Gupta and S.P.Srinivasan, Entrepreneurial Development.
2. S.S. Khanka, Entrepreneurial Development,Schand Publications
3. S. Anil Kumar, Entrepreneurship Development, New Age International
4. website: <https://msme.gov.in/all-schemes>
5. Jose Berengueres, The Brown Book of Design Thinking, The University College, UAE University

Note: :

Mapping of Course Outcomes with Program Outcomes:

	Program Outcomes									Program Specific Outcomes				
Course Outcomes	P01	P02	P03	P04	P05	P06	P07	P08	P09	PSO1	PSO2	PSO3	PSO4	PSO5
CO1	2	2	2	3	3	1	3	1	3	3	2	1	3	2
CO2	2	2	2	3	3	2	3	1	3	3	2	1	3	2
CO3	2	2	2	3	3	3	3	3	3	3	2	1	3	2
CO4	2	2	2	3	3	3	3	3	3	3	2	1	3	2
CO5	2	2	2	3	3	3	3	2	3	3	2	1	3	2

Subject Code	Subject Title	Lecture	Tutorial	Practical	Credit	Type
	SEC –Taxation	4	5	-	0	Theory

Introduction:

To enable the students to acquire knowledge of principles of Taxation. On successful completion of this course, the students should have understood Principles of Direct and Indirect Taxes Calculation of Tax, Tax Authorities, Procedures.

Course Objective

CO1	:	Students Have acquired knowledge on tax system in India
CO2	:	Students Have gained knowledge on Central Excise Duty
CO3	:	Students Have acquired knowledge on customs duty
CO4	:	Students Have learnt knowledge on sales tax
CO5	:	Students Have learnt knowledge on GST and Service Tax

UNIT I [12 Hours]

General Principles of Taxation, Distinction between direct and indirect taxes, tax evasion – avoidance – causes – remedies. Direct Taxes: Income Tax Act 1961 – important definitions – basis of charge – residential status – Income exempted from income tax – Heads of income.

UNIT II [12 Hours]

Computation of income under salary and House property. (Problems to be included).

UNIT III [12 Hours]

Computation of income under profits and gains of business – profession (problems be included) Income tax Authorities – duties and their powers.

UNIT IV [12 Hours]

Indirect taxes – selected provisions of GST– with regard to registration of dealers – procedure and effects of registration – mode of charging GST – exemption from GST – authorities and their powers.

UNIT V [12 Hours]

Central Excise Duty – objectives of excise duty – goods exempted from duty – customs duties – Levy of import and export duty – types of import duty – exemption from customs duty – distinction between advalorem and specific duties.

Text Book:

Gaur V.P. and Narang D. B., “ Income Tax Law & Practices”, Kalyani Publishers, Ludhiana. Latest Edition, 2017.

N. Hariharan, “Income Tax Law & Practice”, Vijay Nicole Imprints; 12e Edition, 2017.

Reference Books:

MeHrotra, H.C ‘Income Tax Laws and Accounts’ Shitya Bhawan Publications: New Delhi: 2010.

Singhania, V. K.& Singhania, Kapil. ‘Direct Taxes law & Practice’ Taxmann Publications: New Delhi. Latest Edition

Prasad, Bhagwati. Income Tax laws & Practice, Vedams Publications: New Delhi. Latest Edition

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Note: : Theory and problems shall be distributed at 60% & 40% respectively.

Mapping of Course Outcomes with Program Outcomes:

	Program Outcomes									Program Specific Outcomes				
Course Outcomes	P01	PO2	P03	P04	P05	P06	P07	P08	P09	PSO1	PSO2	PSO3	PSO4	PSO5
CO1	3	3	2	3	3		3		3	3	1	1	1	1
CO2	3	3	3	2	3	3	3	2	2	1	3	3	3	3
CO3	3	3	2		3	3	3	3		1	2	1	2	2
CO4	3	3	3	3	3	3	3	2	3	2	2	1	3	2
CO5	3	3	3	3	3	3	3	2	3	1	3	3	2	3

SEMESTER - IV

Subject Code	Subject Title	Credit	Lecture	Tutorial	Practical	Type
	Core– Human Resources Management	4	6	-	0	Theory

Introduction: To enable the students to acquire knowledge of Human Resource Management. On successful completion of this course, the students should Have understood functions of HRM, Human Resource Planning, Recruitment and Selection, Performance Appraisal, Training and Development etc.,

Course Outcomes:

CO1	:	Acquire knowledge on HRM, its environment, methods of selection, and Interview techniques.
CO2	:	Gain knowledge on training and career development
CO3	:	Student shall learn about remuneration and welfare measures.
CO4	:	Gain facts about labour relation and Industrial disputes
CO5	:	To learn about Human resource audit, nature and approaches

Unit I: [12 Periods]

Human Resource Management - meaning, nature, scope and objective – Functions of HR Department - The Role of Human Resource Manager - Organisation of HR department – Human Resource Policies and Procedures – Principles of HRM – HRM activities

Unit II: [12 Periods]

Manpower planning - Job description - Job analysis - Role analysis - Job specification - Recruitment and Selection - Training and Development.

Unit III: [12 Periods]

Performance appraisal - Job evaluation and merit rating - Promotion - Transfer and demotion - Human relations - approaches to good Human relations – Punishment.

Unit IV: [12 Periods]

Wages and Salary Administration - Incentive System - Labour Welfare And Social Security - Safety, Health And Security - Retirement Benefits To Employees.

Unit V: [12 Periods]

Industrial Relations - Trade Unionism - Grievance Handling – Collective Bargaining and Worker's Participation In Management.

Text Book:

1. V.S.P .Rao, “Human Resources of Management”, Sultan Chand Publishing, Revised Edition, 2016. (Unit I to V)

Reference:

1. Tripathy, “Personnel Management and Industrial Relations”, 21st Edition, 2013.
2. R.WayneMondy, “Human Resource Management”, Pearson Publications, 10th Edition 2011.
2. Gary Dessler, “Human Resource Management” , Pearson Publications, 12th Edition 2012.
3. C. B. Gupta, “Human Resource Management”, Sultan Chand & Sons, 14th revised Edition 2012.
4. L. M. Prasad, “Human Resources Management” Sultan Chand & Sons, 3rd Edition, 2014.

	Program Outcomes									Program Specific Outcomes			
Course Outcomes	P01	PO2	P03	P04	P05	P06	P07	P08	P09	PSO1	PSO2	PSO3	PSO4
CO1	3	3	3	3	2	2	3	3	1	2	3	3	3
CO2	3	3	3	1	1	2	2	3	1	2	2	3	3
CO3	3	3	3	1	1	2	1	3	2	1	3	1	3
CO4	2	2	2	2	1	2	2	3	1	2	2	3	3
CO5	3	1	3	2	2	3	1	3	2	3	3	2	3

1 – Weakly mapped 2 – Moderately mapped 3 – Strongly mapped

Subject Code	Subject Title	Credit	Lecture	Tutorial	Practical	Type
	Core Practical – HRM Practices	2	4		4	Practical

Course Outcomes:

CO1	:	Acquired knowledge on HRM, its environment, methods of selection, and Interview techniques.
CO2	:	Gained knowledge on training and career development
CO3	:	Students can learn about remuneration and welfare measures.
CO4	:	Gained facts about labour relation and Industrial disputes
CO5	:	Students can learn about Human resource audit, nature and approaches

1. As the field of science and technology advances, the management tendency is to replace human beings by automation and Robotics systems as they think that human beings are too adamant and very difficult to handle the present industry practices.

a) Do you agree? Why or why not?

2. Prepare a Human Resource Policy for an IT company of your choice. Clearly state the assumptions.

3. DASS Department Stores: Is a multi-division, multi-locational largest department stores based in New Delhi. The stores directly sell to its growing number of customers, variety of consumable goods and electronics items of household requirements. The proprietors have decided to start in about a year's period from now on four more departmental stores in the cities of Mumbai, Chennai, Bangalore, and Kolkata. The Director in charge of this expansion plan is not aware of the planning recruitment and selection techniques of the modern time. The departments will include, HR, accounts, finance, purchase marketing, sales, stores, security, godown keeper, warehousing and transport.

a. Draw a manpower plan for each store in each city.

b. Mention sources of manpower to be recruited, and the type of employees to be engaged, giving their specification.

4. Sky wear house is a major retailer of men's clothing. Despite the increasing size of the services sector, management of retail personnel is often poor and turnover is high. Further, training is non-existent and the industry is increasingly competitive. Sky wear house wishes to establish itself as a quality clothier with a high growth and earning rate, as well as growth in its stock value. Do you think Sky wear house can distinguish itself from competitors by adopting a comprehensive approach to training? Questions

- a. What kind of training programmes would you organize for the employees of the organization?
 - b. What approach will you follow for evaluating the effectiveness of training?
5. Mr. Ashok a middle-aged man was hired by the administration manager because of his administrative background. He was given charge of running the company canteen of administering welfare services such as transport, sports activities and medical facilities. He wants to report to the administration manager not only for larger policy matters, but for daily operational matters. In the course of his year of service, his integrity and honesty was established beyond questions. However, he kept on referring every detail to the administration manager. The administration manager had delegated much of his powers, including negotiation with the canteen suppliers. Mr. Ashok however, had his own way of doing his job. The administration manager gave him 'poor' rating.
- a. How would you communicate the poor performance to Mr. Ashok?
 - b. If you were Mr. Ashok, how would you react to the situation?
6. Write an essay on the approaches to good human relations. Give an example by implementing it in an organization of your choice.
7. The National Bank has just decided to open a branch in town "A", which is an exclusive resort located about 40kms away from a large city "B". There is no bank in that town. The National Bank is anxious to determine the appropriate salary for the clerical staff it expects to recruit. Clerks in the bank's offices in the neighboring town "S" receive a starting salary of Rs. 15000 p.m. The higher salary in town "A" may be attributed in part to the substantial higher cost of living, the limited number of people seeking employment and the fact that there are no other banks. Banks in the town "B" have traditionally paid lesser salaries than other establishments, on the ground that banks offer better working conditions and higher dignity.
- a. What should be the salary structure for the clerical staff in the National Bank? Justify the same?
- 8.
9. A workman under the influence of drink touched a live wire while working at a machine and instantaneously died. His widow claimed compensation but the employer took the plea that he was not liable as the accident arose out of a default by the workman.

As HR manager what will be your decision.

10. Aircraft maintenance engineers of Indian Air Lines Corporation formed the bulk of engineers having AME license. The recent pay revision announced by Government has resulted wide disparity between wages and allowances between engineers and pilots. Engineers accordingly joined together and formed the union and got it registered. Nearly 90 percent of serving engineers joined the union.

During the recent negotiation with the management, engineers insisted to introduce a clause to make union membership mandatory to all employed engineers which in other words called union shop.

A section of union leaders preferred "maintenance shop" characteristic to their union where as some others insisted on agency shop status. Opinions are also divided whether they should get themselves affiliated to National Union. They decided to seek the opinion of a consultant.

- a. As a consultant, what status you recommend for the engineer's union?
- b. What will be your advice regarding their affiliation to the national union?

11. Bharat Airways is 5 years old domestic airline. It was launched with lot of assurances of better prompt, efficient services, consumer satisfaction etc. However, during last 5 years, the conditions became worse resulting in large number of dissatisfied travelers, switching over to the other better domestic airlines.

Bharat Airways was not experienced in the domestic Air travel business when it started. Although it recruited almost 50% of its important employees out of 800 employees from other competitor airlines, there was no useful training to any group of employees.

Employees had lot of grievances and there was no procedure, system methods to ventilate the grievances. The top management and the operating managers were following autocratic style of management. Communication at levels was poor. There was absence of mutual trust, absence of responsibility, accountability, senior staff often complained of coordination. You as a HR manager,

a. How will you handle the grievance? What plan of action will you suggest? Mention briefly the reasons for your suggestion.

	Program Outcomes									Program Specific Outcomes			
Course Outcomes	P01	P02	P03	P04	P05	P06	P07	P08	P09	PSO1	PSO2	PSO3	PSO4
CO1	3	3	3	3	2	2	3	3	1	2	3	3	3
CO2	3	3	3	1	1	2	2	3	1	2	2	3	3
CO3	3	3	3	1	1	2	1	3	2	1	3	1	3
CO4	2	2	2	2	1	2	2	3	1	2	2	3	3
CO5	3	1	3	2	2	3	1	3	2	3	3	2	3

1 – Weakly mapped 2 – Moderately mapped 3 – Strongly mapped

Subject Code	Subject Title	Credit	Lecture	Tutorial	Practical	Type
	DSC 4C- INTERNATIONAL LOGISTICS MANAGEMENT	4	6	-	0	Theory

Objective: To understand the relationships between international logistics management, the international business environment, and the opportunities and challenges and how the elements of an international logistics system should be integrated and coordinated in the most cost effective manner

Course Outcome:

CO1	:	To recognize the complexity of the elements in international logistics system and how they are related to organizational performance
CO2	:	To identify and evaluate the elements of an international logistics system
CO3	:	To learn the current issues for the design and evaluation of an international logistics system
CO4	:	To understand the implication of contemporary technology in the international logistics operations context
CO5	:	To understand social responsibility and ethic in managing international logistics systems and operations

Unit-I

Introduction to International Logistics Management -Definition, Scope Functions, Objectives, Integrated Logistics – Role of logistics in Supply Chain, Logistics & Customer Service, Role of Logistics in competition strategy, Logistics Organization & Performance Management.

Unit- II

Globalization and International Trade- Supply Chain Strategies- Transportation in Supply Chain- Logistics Service Providers- Procurement- Inventory Management.

Unit –III

Warehouse and Material Handling- Information Flows and Technology- Measuring and Managing Logistics- Supply Chain Vulnerability, Risk, Robustness and Resilience- Sustainability Logistics and Supply Chain

Unit- IV

International Road way- International Water ways- International Railways- eLogistics- Custom duty- International Customer requirement assessment, International Customer satisfaction parameters and indices, Manpower recruitment and training, Customer feedback collection and analysis, Customer service evaluation.

Unit – V

Recent trends in International Logistics Management- Disadvantages of Waterways and Airlines transportation -Case studies related with recent trends.

Rathinam College of Arts & Science (Autonomous), Coimbatore-21.

Admitted in BBA LOGISTICS from the academic year 2021-2022 Onwards

TEXTBOOK

1. International Logistics by MARIA G.BURNS. 2014.

2. Donald Waters : Logistics. Palgrave Macmillan, New York, 2018

	Program Outcomes									Program Specific Outcomes			
Course Outcomes	P01	P02	P03	P04	P05	P06	P07	P08	P09	PSO1	PSO2	PSO3	PSO4
CO1	2	3	2	1	3	3	3	3	2	3	2	3	2
CO2	3	3	1	3	2	1	2	3	3	3	3	3	2
CO3	2	1	3	3	3	2	3	3	1	3	2	3	1
CO4	3	2	3	3	3	1	3	1	3	2	3	2	3
CO5	3	3	3	2	3	3	2	2	3	1	1	2	2

1 – Weakly mapped 2 – Moderately mapped 3 – Strongly mapped

Subject Code	Subject Title	Credit	Lecture	Tutorial	Practical	Type
	DSC -MIS FOR LOGISTICS	4	6	-	0	THEORY

Objective: To develop competencies and knowledge of students to become MIS for logistics professionals to orient students in the field of Logistics and to help Students to understand MIS for Logistics

Course Outcome:

CO1	:	To develop competencies and knowledge of students to become MIS for logistics professionals
CO2	:	To orient students in the field of Logistic
CO3	:	To help Students to understand MIS for Logistics
CO4	:	To apply the Basic knowledge of MIS for Logistics in the real-life situation
CO5	:	To enhance their ability and professional skills in Logistics

UNIT I

Introduction- IT and management opportunities and challenges-Strategic planning and models - Information management & IT Architecture – IT Architecture & infrastructure, cloud computing and services, Virtualization and Virtual Machines.

UNIT II

Database Technology- Data warehouse- Data Mart Technologies- Data and Text mining- Business Intelligence & Analytics, Digital and physical document management. Networks, collaboration & sustainability: Business IT networks & components, communication technologies – Sustainability and Ethical issues - Internal control- Business Control and Auditing.

UNIT III

Dissemination of technology information- and strategic planning – Technology choice and evaluation methods – Analysis of alternative technologies – Implementing technology programmes- Intellectual Capital - An introduction to Intellectual Property Right - Patent -Copyrights - Trademarks and other issues.

UNIT IV

Functional Area & Compliance systems: Management levels and functional systems Enterprise Systems and applications: Enterprise systems, Enterprise Resource Planning (ERP), Supply Chain Management (SCM), Collaborative Planning, Forecasting, and Replenishment system (CPFR), Customer Relationship Management (CRM). Performance Management: Data visualization, Mashups, and Mobile intelligence, Fleet Management Information System.

UNIT V

Business Process and Project Management: - Architecture & IT design, System development, Software & Applications for management (Business software tools), Support system. ERP modules -sales and Marketing, Accounting, Finance, Materials and Production management etc.

TEXT BOOKS

1. KENNETH C. L., JANE P. L., & RAJANISH DASS (2017) Management Information System - Managing the Digital Firm. Pearson Education: New Delhi.
2. RAVI, K., & ANDREW, B. W. Frontiers of Electronic Commerce. Pearson Education: New Delhi.

	Program Outcomes									Program Specific Outcomes			
Course Outcomes	P01	P02	P03	P04	P05	P06	P07	P08	P09	PSO1	PSO2	PSO3	PSO4
CO1	3	3	3	3	1	2	2	3	3	3	3	2	1
CO2	3	2	3	3	2	1	3	2	3	3	3	2	3
CO3	2	3	1	2	3	3	1	2	2	3	3	3	3
CO4	3	2	1	3	3	3	1	3	2	3	3	3	1
CO5	3	3	2	2	3	3	2	2	2	3	3	3	3

1 – Weakly mapped 2 – Moderately mapped 3 – Strongly mapped

Subject Code	Subject Title	Lecture	Tutorial	Practical	Credit	Type
	Allied - Business Ethics and IPR	4	0	0		Theory
Introduction: The objective is to provide basic knowledge of business ethics and values and its relevance in modern context. And to have Idea about the Intellectual Property rights						
Course Objective						
CO1	:	Identify and address common ethical issues that arise for individuals, managers, and organizations.				
CO2	:	Identify key organizational tools, policies, systems, and laws that apply to managing ethical conduct specifically in the business environment.				
CO3	:	Identify and prioritize personal values and apply those to making ethical decisions.				
CO4	:	Explain how organizational and cultural variables can influence ethical conduct and Engage in logically sound discussion about moral dilemmas using the language of business ethics.				
CO5	:	To understand IPR and importance and procedures				
UNIT I [12 Hours]						
BUSINESS ETHICS Introduction –Meaning -Scope –Types of Ethics –Characteristics –Factors influencing Business Ethics – Importance of Business Ethics -Arguments for and against business ethics-Basics of business ethics - Corporate Social Responsibility –Issues of Management –Crisis Management						
UNIT II [12 Hours]						
Unit 2: PERSONAL ETHICS Introduction –Meaning –Emotional Honesty –Virtue of humility –Promote happiness –karma yoga – proactive –flexibility and purity of mind.						
UNIT III [12 Hours]						
Unit 3: ETHICS IN MANAGEMENT Introduction –Ethics in HRM –Marketing Ethics –Ethical aspects of Financial Management – Technology Ethics and Professional ethics. ROLE OF CORPORATE CULTURE IN BUSINESS Meaning –Functions –Impact of corporate culture –cross cultural issues in ethics						
UNIT IV [12 Hours]						
Unit 5: CORPORATE GOVERNANCE s Meaning–scope-composition of BODs-Cadbury Committee-various committees-reports on corporate governance-scope of Corporate Governance-Benefits and Limitations of Corporate Governance with living examples.						

UNIT V

[12 Hours]

IPR

Introduction to IPR – Importance of IPR – Types of IPR – Patent, Trade Marks, Copy Right and Design –

Things to be followed to help intellectual property. Simple cases for Innovations.

Text Book:

1. Murthy CSV: Business Ethics and Corporate Governance, HPH

2. J.P. Mishra An Introduction To Intellectual Property Rights, Central Law Publications

Reference Books:

3. Dr. K. Nirmala, Karunakara Readdy : Business Ethics and Corporate Governance, HPH

4. H.R.Machiraju: Corporate Governance

5. K. Venkataramana, Corporate Governance, SHBP.

6. N.M.Khandelwal : Indian Ethos and Values for Managers

7. S Prabhakaran; Business ethics and Corporate Governance

8. C.V. Baxi: Corporate Governance9. R. R. Gaur, R. Sanghal, G. P. Bagaria; Human Values and Professional ethics

Note: :

Mapping of Course Outcomes with Program Outcomes:

	Program Outcomes									Program Specific Outcomes				
Course Outcomes	P01	PO2	P03	P04	P05	P06	P07	P08	P09	PSO1	PSO2	PSO3	PSO4	PSO5
CO1	3	2	2	2	2			2	2	3	1	2	3	2
CO2	3	3	2	2	2	1	1	2	2	3	1	2	3	2
CO3	3	3	3	2	2	1	1	2	2	3	1	2	3	2
CO4	3	3		2	2	1	2	2	2	3	2	2	3	3
CO5	3	3	2	2	2	3	3	2	2	3	3	2	3	3

Subject Code	Subject Title	Lecture	Tutorial	Practical	Credit	Type
	DSC –Banking Theory & Practice	4		0	2	Theory
Introduction: After completing the course student can understand the functions of Bank and Types of Banking and they can approach the Bank for the various business purpose with more confident.						
Course Objective						
CO1	:	Able to comprehend the Functions of Commercial Banks				
CO2	:	To attain knowledge about the basic Banking Systems and e-banking				
CO3	:	Demonstrate the Banking Development				
CO4	:	Comprehend the knowledge on Banker and Customer relationship				
CO5	:	Familiarize with Collecting Banker and Paying Banker				
UNIT I [12 Hours]						
Introduction Meaning & Definition of Bank –Functions of Commercial Banks –Kinds of Banks -Central Banking vs. Commercial Banking.						
UNIT II [12 Hours]						
Banking Systems Unit Banking, Branch Banking, Investment Banking-Innovations in banking –e-banking -Online and Offshore Banking, Technology driven developments –ATM, Debit cards, Credit cards, Mobile banking, Internet banking -CORE banking -EFT: NEFT -RTGS -SWIFT						
UNIT III [12 Hours]						
Banking Development Indigenous Banking -Cooperative Banks, Regional Rural banks, SIDBI, NABARD -EXIM Bank.						
UNIT IV [12 Hours]						
Banker and Customer Meaning and Definition of Banker and customer –Types of Customers –General Relationship and Special Relationship between Banker and Customer -KYC Norms						
UNIT V [12 Hours]						
Collecting Banker and Paying Banker Concepts -Duties & Responsibilities of Collecting Banker –Holder for Value –Holder in Due Course –Statutory Protection to Collecting Banker -Responsibilities of Paying Banker -Payment Gateways.						
Text Book: 1. Banking Theory: Law & Practice : K P M Sundram and V L Varsheney 2. Banking Theory, Law and Practice : B. Santhanam; Margam Publications						

Reference Books:

3. Banking and Financial Systems : Aryasri
4. Introduction to Banking : Vijaya Raghavan
5. Indian Financial System : M.Y.Khan

Note: :

Mapping of Course Outcomes with Program Outcomes:

	Program Outcomes									Program Specific Outcomes				
Course Outcomes	P01	P02	P03	P04	P05	P06	P07	P08	P09	PSO1	PSO2	PSO3	PSO4	PSO5
CO1	3	3			2		2	1	2	3	2	2	3	1
CO2	3	3	2	2	2		2	2	2	3	2	2	3	2
CO3	3	3	1	2	2	2	2	1	2	3	2	2	3	1
CO4	3	3	2	2	2	2	2	2	2	3	2	2	3	2
CO5	3	3	1	2	2	2	2	2	2	3	2	2	3	1

SEMESTER V

Subject Code	Subject Title	Credit	Lecture	Tutorial	Practical	Type
	CORE- COST AND MANAGEMENT ACCOUNTING	2	5	-	0	Theory

Objectives:

1. To be able to interpret cost accounting statements.
2. To be able to analyze and evaluate information for cost ascertainment, planning, control and decision making.
3. To be able to solve simple cases.
4. Analyze cost-volume-profit techniques to determine optimal managerial decisions.
5. Prepare a master budget and demonstrate an understanding of the relationship between the components

Course Outcomes:

CO1	Critically analyze and provide recommendations to improve the operations of organization's through the application of management accounting techniques.
CO2	Demonstrate mastery of costing systems, cost management systems, budgeting systems and performance measurement systems.
CO3	Demonstrate the need for a balance between financial and non-financial information in decision making, control and performance evaluation applications of management accounting.
CO4	Evaluate the costs and benefits of different conventional and contemporary costing systems.
CO5	Learn independently and to demonstrate high level personal autonomy and accountability.

UNIT I (Theory questions only)

Meaning – definition – scope – objectives – functions – merits and demerits of Cost and Management – Accounting - distinction between cost, management and financial accounting - Elements of cost - cost concepts and costs classification.

UNIT II (Problems and theory questions)

Preparation of cost sheet - stores control – EOQ - maximum, minimum, reordering levels -pricing of materials issues - FIFO, LIFO, AVERAGE COST, STANDARD PRICE methods -labor cost - remuneration and incentives.

UNIT III (Problems Only)

Financial statement Analysis - preparation of comparative and common size statements -analysis and interpretation. Ratio analysis - classification of ratios-liquidity, profitability, solvency – inter firm comparison.

UNIT IV (Problems only)

Fund flow analysis - cash flow analysis (problems only)

UNIT V (Problems and theory questions)

Standard costing-variance analysis - material and labour variances Marginal Costing - cost volume profit analysis. Budgeting and preparation of various budgets.
(Theory carries 20 marks and problems carry 80 marks)

REFERENCE BOOKS:

1. Jain and Narang -Costing
2. Nigam and Sharma – Cost accounting
3. RK Sharma& K. Gupta – Management Accounting
4. S.N.Maheswari– Management Accounting

	Program Outcomes									Program Specific Outcomes			
Course Outcomes	P01	P02	P03	P04	P05	P06	P07	P08	P09	PSO1	PSO2	PSO3	PSO4
CO1	3	3	3	3	2	3	3	3	1	2	3	2	2
CO2	3	2	3	1	2	3	3	3	1	3	2	2	3
CO3	3	1	3	2	3	3	3	3	1	3	2	3	3
CO4	3	2	1	3	3	2	2	3	3	2	2	3	1
CO5	2	3	3	3	3	1	1	2	3	3	2	3	3

1 – Weakly mapped 2 – Moderately mapped 3 – Strongly mapped

Subject Code	Subject Title	Credit	Lecture	Tutorial	Practical	Type
	Core Practical- Financial Accounting Practical	4			4	Practical

CO1	:	Students learn the basics of tally and importance of tally in today's computerized environment.
CO2	:	Students learn how to create company accounts using tally and about function keys and shortcut keys.
CO3	:	To know about voucher entry, payment voucher, receipt voucher, credit and debit note.
CO4	:	Students learn how to create single and multiple ledgers, group creation, budget, inventory groups and other functions.
CO5	:	Students learn to prepare final accounts in tally.

1. Create a company With GST options.

2. Create Single ledgers under appropriate predefined groups

Cash a/c	Computer sales a/c
Buildings a/c	Machinery a/c
Furniture a/c	Commission received a/c
Printer purchase a/c	Commission paid a/c
Rent received a/c	Salary a/c
Rent paid a/c	Indian bank a/c
Wages a/c	Sales returns a/c
Capital a/c	Depreciation a/c
Purchase returns a/c	

John & Co. a/c (purchased goods from this company), Ram agency a/c (sold goods to this Company).

3. Create Multiple Ledgers under appropriate pre-defined groups

₹

Started Business with	2, 50,000
Purchase machinery on credit from Ramesh	50,000
Bought Furniture for cash	25,000
Sold goods to Mr. Anand	22,500
Goods returned by Mr. Anand	2,500
Bought goods for cash	25,000
Goods sold for cash	50,000
Cash Received from Mr. Anand	10,000
Paid Advertisement	5,000
Cash paid to Mr. Ramesh	20,000
Cash withdrawn from Bank	50,000
Cash withdrawn for personal use	6,250
Paid Salary	15,000
Paid Rent	2500

4. Create Vouchers for the following:

	₹
Sold goods to Mr. Selvam on credit	1, 700
Paid wages	85
Received Commission	70
Sold goods to Mr. Kannan for cash	200
Cash Sales	500
Received 5 Chairs form Godrej & Co @	45 per

Chair

Paid Godrej & Co cash for 5 chairs	
Paid Rent	250
Bought goods for Cash From Mr. Somu for	1,700

5. The following balances are extracted from the books of Kautilya & Co, on 31st March 2012. You are required to make the necessary closing entries and prepare Trading and Profit & Loss a/c and Balance sheet as on that date:

Opening stock	2,250	Bills Receivable	500
Purchase	25,000	Sales	19,500

Wages	1500	Bills Payable	1,400
Insurance	9,825	Creditors	550
Capital	15,000	Sundry debtors	8,950
Carriage inwards	725	Carriage outwards	400
Commission (Dr)	350	Interest on capital	400
Stationery	650	Return inwards	225
Commission (Cr)	250	Return outwards	200
Trade Expenses	500	Office Expenses	100
Cash in Hand	2,375	Cash at Bank	250
Rent & Taxes	550	Closing Stock	12,500

₹

6. The Following are the balances of Dinesh on 31Dec1996:

Opening Stock	6,200
Buildings	34,000
Furniture	2,000
Purchases	42,400
Salaries	4,400
Rent	1,200
Misc. Expenses	1,000
Postage	560
Wages	10,400
Carriage on sales	1,600

₹

Sales	82,920
Capital	24,000
Bank Loan	6,000
Sundry Creditors	9,840
Return Outward	840
Interest	260

Dividend	220
Stationery	520
Freight on purchase	1,120
Repairs	1,800
Bad debts	240
Return Inward	2,040

Value of Stock on 31.12.96 was

5,960. Prepare Profit & Loss A/c and Balance Sheet.

7. Enter the following details comment upon the short-term solvency position of the company:

Working capital	205,60,492 [₹]
Cash	14,500
Bank	18,500
Debtors	5,18,260
Creditors	4,29,337
Sales	5,15,252
Purchases	4,33,310
Stock	1,25,982
Net profit...?	

8. Find out the Quick Ratio from the following Balance Sheet

Preference Share	2,00,000	Goodwill	20,000
Capital			
Equity Share Capital	3,00,000	Plant & Machinery	1,70,000
Reserves & Surplus	50,000	Land & Buildings	2,30,000
Sundry Creditors	40,000	Sundry Debtors	50,000
Bills Payable	20,000	Stock	30,000
Outstanding Expenses	5,000	Cash in Hand	40,000
Cash at Bank	30,000	Bills Receivables	45,000
	6,15,000		6,15,000

9. Mr. Ramesh book shows the following balances. Prepare Profit & Loss a/c and Balance sheet as on 31 December

Stock	15,000	Sundry creditors	2,000
Purchases	13,000	Furniture	1,000
Sales	30,000	Capital	25,000
Carriage inwards	200	Postage & Telegram	750
Salaries	5,000	Interest paid	550
Printing & stationary	800	Machinery	3,000
Drawings	1,700	Cash	500
Sundry Debtors	18,000	Loan	3,000
		Closing Stock	14, 000

10. From the following Details of Ram, Prepare Trading & Profit & Loss A/c for the year ended 31st December as that date. Consider the adjustments shown below.

Purchases	4,20,000	Telephone	1,200
Sales	4,80,000	Furniture & Fittings	48,000
Sales Returns	6000	Van	36,000
Purchases Returns	7740	Debtors	11,760
Stock at 1st January	1,20,000	Creditors	840
Provision for Bad Debts on 1st Jan	960	Bad Debts	240
Rates	7,200	Capital	214,800
Advertisement	5,000	Cash at Bank	3,600
Sundry Income	5,000	Drawings	21,600
		Salaries	36,000

Adjustments:

4. The Provision for Bad Debts to be increased to 10 % of Debtors
5. Telephone Account outstanding 270
6. Depreciation Furniture and fittings @10 % p.a. and Van @20%p.a.

	Program Outcomes									Program Specific Outcomes			
Course Outcomes	P01	P02	P03	P04	P05	P06	P07	P08	P09	PSO1	PSO2	PSO3	PSO4
CO1	3	3	3	3	2	3	3	3	1	2	3	2	2
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CO3	3	1	3	2	3	3	3	3	1	3	2	3	3
CO4	3	2	1	3	3	2	2	3	3	2	2	3	1
CO5	2	3	3	3	3	1	1	2	3	3	2	3	3

1 – Weakly mapped 2 – Moderately mapped 3 – Strongly mapped

Subject Code	Subject Title	Credit	Lecture	Tutorial	Practical	Type
	DSC 5C- Research Methods for Management	4	4	-	0	Theory

Introduction To enable the students to acquire knowledge of Research. On successful completion of this course, the students should have understood Research methods and sampling techniques, Analysis and interpretation of data, Application of research.

Course Outcomes:

CO1	:	To understand the different types of research and the needs of educational research
CO2	:	To knowledge concept of variables and hypotheses, their nature, importance and types.
CO3	:	To Identify the important conditions conducive to the formulation of hypotheses
CO4	:	To define the term population, sample and describe the steps involved in the process of sampling.
CO5	:	Ability to writing of report for a research reports project.

Unit I

[12 Periods]

Introduction – Meaning of Research ; Objectives of Research; Types of Research; Research Process; Research Problem formulation.

Unit II

[12 Periods]

The Design of Research-Research Design; Features of a Good design; Different Research Designs ; Measurement in Research; Data types; Methods of Data collection- Sources of

Unit III

[12 Periods]

Sampling Design- Census & Sample Surveys; Steps in Sampling Design; Types of Sample designs-Probability & Non Probability sampling.

Unit IV

[12 Periods]

Processing & Analysis of Data- Processing operations; problems in processing; types of analysis Hypothesis Testing- Chi-square test, Z test, t-test, f-test.

Unit V

[12 Periods]

Presentation- Diagrams; graphs; charts. Report writing; Layout of Research report; Types of Reports; Mechanism of writing a Research report; Precaution for writing report. An Introduction to SPSS.

Textbook:

1. Research Methodology – Methods & Techniques – C.R. Kothari and Gaurav Garg – New Age International. 2009.

Reference

1. Research Methodology – Dr. Pawankumarohero – Global Academic Publishers 2015.
2. Business Research Methods – T. Raju and R.Prabhu – MJP Publishers 2010.
3. Research Methodology - Dipak Kumar Bhattacharyya – Excel Books 2013.
4. Dr. S.M. Venkatachalam & M.Murali, “Basics of Business Research”, Mithila Publications,

	Program Outcomes									Program Specific Outcomes				
Course Outcomes	P01	PO2	P03	P04	P05	P06	P07	P08	P09	PSO1	PSO2	PSO3	PSO4	
CO1	3	3	3	3	3	3	3	3	3	2	3	3	2	
CO2	3	3	3	3	3	3	3	3	2	3	3	3	2	
CO3	3	3	3	3	3		3	3	3	2	3	2	2	
CO4	3	3	3	3	3	3	3	3	3	3	3	3	3	
CO5	3	3	3	3	3	3	3	3		3	3	2	2	

Subject Code	Subject Title	Credit	Lecture	Tutorial	Practical	Type
	DSC Practical - 5C SPSS	2	4	-	-	Theory

Course Outcomes:

CO1	:	To understand how enter the data in SPSS
CO2	:	To understand Descriptive Analysis
CO3	:	Apply an advanced understanding of business research design options, methodologies, sampling technique in a research.
CO4	:	Analyze the collected data using appropriate statistical tools for interpretation of the data
CO5	:	Understand and prepare and present research findings in the report.

List of Programs

- SPSS - Introduction
- Entering Data in SPSS
- Mean
- Median
- Mode
- Database Design
- Enter data for Questionnaire
- Descriptive Analysis
- Chi-Square Analysis
- ANOVA Analysis (One –Way ANOVA)
- Correlation Analysis (Karl Pearson)

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	Program Outcomes									Program Specific Outcomes				
Course Outcomes	P01	P02	P03	P04	P05	P06	P07	P08	P09	PSO1	PSO2	PSO3	PSO4	PSO5
CO1	3	3	3	3	3	3	3	3	3	2	3	3	2	2
CO2	3	3	3	3	3	3	3	3	2	3	3	3	2	3
CO3	3	3	3	3	3		3	3	3	2	3	2	2	2
CO4	3	3	3	3	3	3	3	3	3	3	3	3	3	3
CO5	3	3	3	3	3	3	3	3		3	3	2	2	3

Approved in the BOS Meeting held on 03-05-2021

Subject Code	Subject Title	Credit	Lecture	Tutorial	Practical	Type
	PRINCIPLES OF LOGISTICS INFORMATION	4	6	-	0	Theory

Objective:

The paper aims to teach the forms of logistics information, Information functionality, Information forecasting, and application of information technology in logistics

Course Outcome:

CO1	:	Describe the concepts and importance of logistics Information, and its functionality
CO2	:	Breakdown the details of LIS architecture
CO3	:	Examine various LIS forecasting techniques and its occurrence of error
CO4	:	Explain the impact of artificial Intelligence, Expert system and Communications Bar coding in Logistic management
CO5	:	Demonstrate the significance of IT in supply chain and Business Process Reengineering

Unit I

Logistics Information-Meaning & Need Forms-LIS-Definition-Information functionality - activities involved in transaction system-Principles of designing or evaluating LIS applications.

Unit II

LIS Architecture-components-Two forms of activities; Planning & co-ordination flows & operating flows - Flow and use of integrated logistics information.

Unit III

Information forecasting: Definition-Process- component-characteristic of forecast compound approaches-forecast techniques-Forecast error.

Unit IV

Information Technology & Logistics-Electronic Data Interchange-Personal Computers-Artificial Intelligence/Expert System-Communications Bar coding & Scanning. Electronic Data Interchange Standards-Communication, Information & Future directions.

Unit V

Information Technology for supply chain management - Bull whip effect-IT in supply chain Business Process Reengineering-enterprise resource planning-EDI Problems with EDI-Impact of Internet on SCM.

TEXT BOOKS:

Rathinam College of Arts & Science (Autonomous), Coimbatore-21.

Admitted in BBA LOGISTICS from the academic year 2021-2022 Onwards

1. David J. Bloomberg, Stephen LeMay&: Logistics, Prentice-Hall of India Pvt Ltd., Joe B. Hanna New Delhi, 2013.

2. Donald J. Bowersox & David J. Closs: Logistical Management, Tata McGraw Hill Publishing Co. Ltd, New Delhi, 2014

3. Satish C. Ailawadi& Rakesh Singh: Logistics Management, Prentice-Hall of India Pvt Ltd., New Delhi, 2015

	Program Outcomes									Program Specific Outcomes			
Course Outcomes	P01	PO2	P03	P04	P05	P06	P07	P08	P09	PSO1	PSO2	PSO3	PSO4
CO1	3	3	3	3	2	3	3	3	1	2	3	2	2
CO2	3	2	3	1	2	3	3	3	1	3	2	2	3
CO3	3	1	3	2	3	3	3	3	1	3	2	3	3
CO4	3	2	1	3	3	2	2	3	3	2	2	3	1
CO5	2	3	3	3	3	1	1	2	3	3	2	3	3

1 – Weakly mapped 2 – Moderately mapped 3 – Strongly mapped

Subject Code	Subject Title	Credit	Lecture	Tutorial	Practical	Type
	E-LOGISTICS	4	6	-	0	Theory

Objective:

The paper aims to teach the forms of logistics information, Information functionality, Information forecasting, and application of information technology in logistics

Course Outcome:

CO1	:	Explain significance of E-logistics
CO2	:	Discuss the process of E-logistics documentation and DSS
CO3	:	Describe various tracking system which enhance the E logistics
CO4	:	Elucidate the transport, delivery management, packing and order management involved in E logistics
CO5	:	Explain the environment and challenges involved in E logistics

Unit I

Introduction to E-logistics - forward logistics – Reverse logistics – Logistics renovation toward E-logistics – importance of E-logistics – New trends and technology in logistics.

Unit II

E-logistics method of documentation – Electronic data interchange – Personal computer – Enterprise resource planning systems – The internet, intranets and extranets – The world wide web – Web-enabled relational databases, data warehouses and data marts – Decision support systems.

Unit III

ASNs – tracking systems – Satellite global positioning systems (GPS) and geographic information systems (GIS) – Bar-coding and scanning – Electronic signature technology – Wireless technology – Radio frequency identification (RFID).

Unit IV

Electronic procurement (e-procurement) – Transport and delivery management – Packing and order management – Inventory and warehousing – Application architecture of Customer relationship management (CRM) – E-business logistics and its benefits.

Unit V

Forward E-logistics – Reverse E-logistics – Challenges of E-logistics – environmental issues – e-business strategy – Application for E-logistics – Business to business – Business to consumers – Exception based status alert – Transportation documentation.

TEXT BOOKS:

1. Louis columbus, Realizing e-business with application service providers, LWC publication.
2. B Stanford, E-business: Key Issues, Applications and Technologies, Ohmsha Publication

	Program Outcomes									Program Specific Outcomes			
Course Outcomes	P01	PO2	P03	P04	P05	P06	P07	P08	P09	PSO1	PSO2	PSO3	PSO4
CO1	3	3	3	3	2	3	3	3	1	2	3	2	2
CO2	3	2	3	1	2	3	3	3	1	3	2	2	3
CO3	3	1	3	2	3	3	3	3	1	3	2	3	3
CO4	3	2	1	3	3	2	2	3	3	2	2	3	1
CO5	2	3	3	3	3	1	1	2	3	3	2	3	3

1 – Weakly mapped 2 – Moderately mapped 3 – Strongly mapped

Subject Code	Subject Title	Credit	Lecture	Tutorial	Practical	Type
	DRY CARGO CHARTERING	4	6	-	0	Theory

Objective:

The paper aims to teach the forms of logistics information, Information functionality, Information forecasting, and application of information technology in logistics

Course Outcome:

CO1	:	Explain various cargo types and its business trend
CO2	:	Describe Chartering Contracts, Freight Markets and Market Practice
CO3	:	Appraise various financial elements associated with cargo charting
CO4	:	Explain various activities associated with bill of exchange
CO5	:	Illustrate challenges of marine cargo

Unit-I

Dry Cargo Ships- Types of Ships - Safe Working Load - Self Trimming – Tweendeckers – Cargo Stowage - Cargo Gear - Air Draft – LASH Dry Cargo Ship Tonnages, Load lines, Dimensions and Cargoes - Tonnage-Displacement Tonnage-Deadweight-DWAT-DWCC - Plimsoll Lines-Grain Capacity-Bale Capacity - Types of Cargoes

Unit-II

Freight Markets and Market Practice - Baltic Exchange-Charterer-Ship Owners - Flag of Convenience - Agency Agreement-Operators-Ship Brokers-Trading-Letter of Credit Market Reporting-Methods of Ship Employment - Firm Offer Chartering Contracts - List of Voyage charter party Clauses-Elements of Voyage Charter party - List of Time charter party Clauses - Bareboat Charter

Unit-III

Financial Elements of Charter parties - Financial Elements of Charter parties-Dead freight - Bill of Lading-Bunkers Lay time - Calculation of Lay time - List of Very Important Decisions

Unit – IV

Voyage Estimating - Itinerary-Cargo Quantity-Expenses-Income-Result-Demurrage Trades- Dispatch Trades-Port Charges Bill of Lading and Cargo Claims - Functions of B/L - Elements of B/L-Types of /L- B/L at loading port-B/L at Discharging Port - Waybills-Insurance-Cargo Damage-Hague Rules-Hague Visby Rules-Carriage of Goods by Sea – Seaworthiness - Himalaya Clause

Unit-V

Rathinam College of Arts & Science (Autonomous), Coimbatore-21.

Admitted in BBA LOGISTICS from the academic year 2021-2022 Onwards

World Trades Ships for Cargoes - Handy size-Trading Restrictions - Port Restrictions Time Salinity.
Disputes and Professional Indemnity P&I Clubs - English Maritime Arbitration

TEXT BOOKS:

1. Institute of Chartered Shipbrokers, Dry Cargo Chartering, Witherby, 2015

	Program Outcomes									Program Specific Outcomes			
Course Outcomes	P01	P02	P03	P04	P05	P06	P07	P08	P09	PSO1	PSO2	PSO3	PSO4
CO1	3	3	3	3	2	3	3	3	1	2	3	2	2
CO2	3	2	3	1	2	3	3	3	1	3	2	2	3
CO3	3	1	3	2	3	3	3	3	1	3	2	3	3
CO4	3	2	1	3	3	2	2	3	3	2	2	3	1
CO5	2	3	3	3	3	1	1	2	3	3	2	3	3

1 – Weakly mapped 2 – Moderately mapped 3 – Strongly mapped

SEMESTER VI

Subject Code	Subject Title	Credit	Lecture	Tutorial	Practical	Type
	CORE- INTERNATIONAL BUSINESS MANAGEMENT	2	5	-	0	Theory

Introduction:

To enable the students to acquire knowledge of International Business. On successful completion of this course, the students should have understood the Changing Nature of International Business Culture and competitive Advantage, Foreign Direct Investment, etc.

Course Outcomes:

CO1	:	Demonstrate and develop conceptual framework of business environment by performing environment analysis for the organization.
CO2	:	Analyze the economic environment for strategic decision making and predict its impact in business
CO3	:	Evaluate political and legal environment in India and its influence in managerial decisions.
CO4	:	Understand the socio-cultural environment and technological environment and its influence on the business to create, evaluate and assess a range of business options.
CO5	:	Determine the impact of global environment and globalization to Indian Business and understand the challenges of international business and foreign capital in Indian business.

UNIT I

Introduction – The Globalization of the World Economy – The Changing Nature of International Business – Differences in International Business. National Differences in Political Economy: Introduction – Political Systems – economic Systems – Legal Systems – The Determinants of Economic Development – States in Transition.

UNIT II

Differences in Culture: Introduction – Social Structure – Religion – Language – Education – Culture and the Workplace – Culture change – Cross Culture – Culture Literacy – Culture and Competitive Advantage.

UNIT III

International trade Theory: Introduction – An Overview of Trade Theory – Mercantilism – Absolute Advantage – Comparative Advantage – Heckscher – Ohlin Theory – The New Trade Theory – National Competitive Advantage – Porter's Diamond. The Revised Case for Free Trade – Development of the World – Trading System – WTO & Development of World trade – Regional grouping of countries and its impact.

UNIT-IV

Approved in the BOS Meeting held on 03-05-2021

Foreign Direct Investment: Introduction – Foreign Direct Investment in the World Economy – Horizontal Foreign Direct Investment – Vertical Foreign Direct Investment. Benefits and advantages to host and home countries.

UNIT-V

Mode of Entry and Strategic Alliances: Introduction – Entry Modes – Selecting and Entry Mode – Strategic Alliances – Making Alliances Work. Exporting, Importing and Counter trade: Introduction – The Promise and Pitfalls of Exporting – Improving Export Performance – Export and Import Financing – Export Assistance – Counter trade.

Text Book

1. Charles W.I. Hill and Arun Kumar Jain, International Business, 6th edition, Tata McGrawHill, New Delhi, 2010.

2. John D. Daniels and Lee H. Radebaugh, International Business, Pearson Education Asia, New Delhi, 2009.

	Program Outcomes									Program Specific Outcomes			
Course Outcomes	P01	PO2	P03	P04	P05	P06	P07	P08	P09	PSO1	PSO2	PSO3	PSO4
CO1	3	3	3	3	2	3	3	3	1	2	3	2	2
CO2	3	2	3	1	2	3	3	3	1	3	2	2	3
CO3	3	1	3	2	3	3	3	3	1	3	2	3	3
CO4	3	2	1	3	3	2	2	3	3	2	2	3	1
CO5	2	3	3	3	3	1	1	2	3	3	2	3	3

1 – Weakly mapped 2 – Moderately mapped 3 – Strongly mapped

Subject Code	Subject Title	Credit	Lecture	Tutorial	Practical	Type
	CORE PRACTICAL- PORT TERMINAL LOGISTICS	2	5	-	0	Practical

Objective: To ensure a thorough practical knowledge and understanding of port and terminal management and to develop relevant communication skills.

Course Outcome:

CO1	:	To understand the role of ports in international trade and transport
CO2	:	To understand the different cargo-handling equipment, types, their costs and the need for maintenance management
CO3	:	To understand the prime importance of avoiding traffic and cargo congestion. To understand the basic rationale of port business
CO4	:	To be aware of laws and regulations relating to the employment of dockworkers. To understand flow analysis of cargo in a terminal and environmental factors and constraints
CO5	:	To be aware of the transfer of party from state to private ownership, methods of privatization, sale of shares, management and employee buyouts

EXERCISES:

1. List different ports in India with a map
2. List different ports in world with a map
3. Draw a plot of different marine routes
4. Create a record for strategic importance of port
5. Draw historical references of various sea routes used in India.

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	Program Outcomes									Program Specific Outcomes			
Course Outcomes	P01	P02	P03	P04	P05	P06	P07	P08	P09	PSO1	PSO2	PSO3	PSO4
CO1	3	3	3	3	2	3	3	3	1	2	3	2	2
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CO3	3	1	3	2	3	3	3	3	1	3	2	3	3
CO4	3	2	1	3	3	2	2	3	3	2	2	3	1
CO5	2	3	3	3	3	1	1	2	3	3	2	3	3

1 – Weakly mapped 2 – Moderately mapped 3 – Strongly mapped

Subject Code	Subject Title	Credit	Lecture	Tutorial	Practical	Type
	DRY CARGO CHARTERING	4	6	-	0	Theory

Objective:

The paper aims to teach the forms of logistics information, Information functionality, Information forecasting, and application of information technology in logistics

Course Outcome:

CO1	:	Explain various cargo types and its business trend
CO2	:	Describe Chartering Contracts, Freight Markets and Market Practice
CO3	:	Appraise various financial elements associated with cargo charting
CO4	:	Explain various activities associated with bill of exchange
CO5	:	Illustrate challenges of marine cargo

Unit-I

Dry Cargo Ships- Types of Ships - Safe Working Load - Self Trimming – Tween deckers – Cargo Stowage - Cargo Gear - Air Draft – LASH Dry Cargo Ship Tonnages, Load lines, Dimensions and Cargoes - Tonnage-Displacement Tonnage-Deadweight-DWAT-DWCC - Plimsoll Lines-Grain Capacity-Bale Capacity - Types of Cargoes

Unit-II

Freight Markets and Market Practice - Baltic Exchange-Charterer-Ship Owners - Flag of Convenience - Agency Agreement-Operators-Ship Brokers-Trading-Letter of Credit Market Reporting-Methods of Ship Employment - Firm Offer Chartering Contracts - List of Voyage charter party Clauses-Elements of Voyage Charter party - List of Time charter party Clauses - Bareboat Charter

Unit-III

Financial Elements of Charter parties - Financial Elements of Charter parties-Dead freight - Bill of Lading-Bunkers Lay time - Calculation of Lay time - List of Very Important Decisions

Unit – IV

Voyage Estimating - Itinerary-Cargo Quantity-Expenses-Income-Result-Demurrage Trades- Dispatch Trades-Port Charges Bill of Lading and Cargo Claims - Functions of B/L - Elements of B/L-Types of /L-B/L at loading port-B/L at Discharging Port - Waybills-Insurance-Cargo Damage-Hague Rules-Hague Visby Rules-Carriage of Goods by Sea – Seaworthiness - Himalaya Clause

Unit-V

World Trades Ships for Cargoes - Handy size-Trading Restrictions - Port Restrictions Time Salinity. Disputes and Professional Indemnity P&I Clubs - English Maritime Arbitration

TEXT BOOKS:

Approved in the BOS Meeting held on 03-05-2021

1. Institute of Chartered Shipbrokers, Dry Cargo Chartering, Witherby, 2015

	Program Outcomes									Program Specific Outcomes			
Course Outcomes	P01	P02	P03	P04	P05	P06	P07	P08	P09	PSO1	PSO2	PSO3	PSO4
CO1	3	3	3	3	2	3	3	3	1	2	3	2	2
CO2	3	2	3	1	2	3	3	3	1	3	2	2	3
CO3	3	1	3	2	3	3	3	3	1	3	2	3	3
CO4	3	2	1	3	3	2	2	3	3	2	2	3	1
CO5	2	3	3	3	3	1	1	2	3	3	2	3	3

1 – Weakly mapped 2 – Moderately mapped 3 – Strongly mapped

Subject Code	Subject Title	Credit	Lecture	Tutorial	Practical	Type
	INTERNATIONAL MARKETING FOR LOGISTICS AND SUPPLY CHAIN MANAGEMENT	4	6	-	0	Theory

Objective:

The paper aims to teach the forms of logistics information, Information functionality, Information forecasting, and application of information technology in logistics

Course Outcome:

CO1	:	Demonstrate international marketing process and its environment of sc business
CO2	:	Identify various factors affecting international price determination of supply chain
CO3	:	Describe roles and functions of overseas agents
CO4	:	Elucidate foreign trade policy and its impact on supply chain
CO5	:	Explain legal process involved in International Marketing

Unit – I

International Marketing: Nature and Importance – International Marketing Orientation – International Marketing Management Process – International Marketing Environment – Screening and Selection of Markets – International Market Entry Strategies – Exporting, Licensing, Contract Manufacturing, Joint Venture M & A – Strategic Alliances.

Unit – II

International Product and Pricing Strategies: Product Designing – Product Standardization vs. Adaptation – Managing Product Line – New Product Development – Pricing for International Markets – Factors Affecting International Price Determination – Price Quotations and Terms of Sale.

Unit – III

Managing International Distribution and Promotion: Distribution Channel Strategy – Their Roles and Functions – Selection and Management of Overseas Agents – International Distribution Logistics – Planning for Trade Fairs and Exhibitions – International Promotion Mix – Advertising and other Modes of Communication.

Unit – IV

India's Foreign Trade Policy – Direction and Composition of India's foreign trade – Export – Import Policy of Current Year – Export procedures and documentation – Export import procedures –Certificate related to shipments – Documents related to payment – Documents related to Inspection – Documents related to excisable goods

Unit – V

Emerging Trends in International Marketing: Regionalism v/s Multilateralism – Trade Blocks –Important Grouping in the World – Legal Dimensions in International Marketing (Role of WTO) – Marketing Research for Identifying Opportunities in International Markets.

TEXT BOOKS:

1. Keegan, Warren J. (7th Edition, 2002). Global Marketing Management. Pearson Education, New Delhi.
2. Kotabe Masaaki and HelsenKristiaan (2nd Edition, 2001). Global Marketing Management. John Wiley & Sons (Asia) Pte Ltd.
3. Onkvisit, Sak and Shaw, John J. (2004). International Marketing: Analysis and Strategy, Edition, Prentice Hall

	Program Outcomes									Program Specific Outcomes			
Course Outcomes	P01	PO2	P03	P04	P05	P06	P07	P08	P09	PSO1	PSO2	PSO3	PSO4
CO1	3	3	3	3	2	3	3	3	1	2	3	2	2
CO2	3	2	3	1	2	3	3	3	1	3	2	2	3
CO3	3	1	3	2	3	3	3	3	1	3	2	3	3
CO4	3	2	1	3	3	2	2	3	3	2	2	3	1
CO5	2	3	3	3	3	1	1	2	3	3	2	3	3

1 – Weakly mapped 2 – Moderately mapped 3 – Strongly mapped

Subject Code	Subject Title	Lecture	Tutorial	Practical	Credit	Type
	Export and Import Documentation	4	5	0	4	Theory

Introduction:

The aim of the course is to acquaint the students with the export-import procedures, documentation and logistics

Course Objective

CO1	:	To understand the Preliminaries for Exports and Imports
CO2	:	To become capable to prepare the Export Import Documentation
CO3	:	To understand the procedure for Export and Import
CO4	:	To aware the students about the Pre-Import Procedure
CO5	:	To Understand the Policy and Institutional Framework for Exports and Imports

UNIT I

[12 Hours]

Preliminaries for Exports and Imports: Meaning and Definition of Export – Classification – Strategy and Preparation for Export Marketing – Export Marketing Organizations – Registration Formalities – IEC – RCMC – Export Licensing – Selection of Export Product – Identification of Markets – Methods of Exporting – Pricing Quotations – Payment Terms – Letter of Credit.

Liberalization of Imports – Negative List for Imports – Categories of Importers – Special Schemes for Importers

UNIT II

[12 Hours]

Export Import Documentation

Aligned Documentation System – Commercial Invoice – Shipping Bill – Certificate of Origin – Consular Invoice – Mate's Receipt – Bill of Lading – GR Form – ISO 9000 – Procedure for obtaining ISO 9000 – BIS 14000 Certification – Types of Marine Insurance Policies.

Import Documents – Transport Documents – Bill to Entry – Certificate of Inspection – Certificate of Measurements – Freight Declaration.

UNIT III

[12 Hours]

Export-Import Procedure

Steps in Export Procedure – Export Contract – Forward Cover – Export Finance – Institutional framework 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 – Realisation of Exports Proceeds.

UNIT IV

[12 Hours]

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.

UNIT V										[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 – Town of Export Excellence – EPCG Scheme – Incentives for Exporters. Export Promotion Councils-Commodity Boards – FIEO – IIFT – EOUs – SEZs – ITPO – ECGC – EXIM Bank.														
Text Book: 1. Handbook of Import-Export Procedures – Ministry of Commerce, -, Government of India, New Delhi 2. Export: What, Where and How, Paras Ram, Anupam Publishers, Delhi														
Reference Books: Exports – Do it Yourself, Mahajan M.I., Snow White Publications, New Delhi Import – Do it Yourself, M. I. Mahajan, Snow White Publications, New Delhi Export Marketing, TAS Balagopal , Himalaya Publishing House Export Documentation and Procedures, , Nabhi Publications, New Delhi International Marketing Management, R.L. Varshney, Sultan Chand														
Note: :														
Mapping of Course Outcomes with Program Outcomes:														
	Program Outcomes									Program Specific Outcomes				
Course Outcomes	P01	P02	P03	P04	P05	P06	P07	P08	P09	PSO1	PSO2	PSO3	PSO4	PSO5
CO1	3	3	3		1		3		3	3	3	1	3	
CO2	3	3	3		3	2	3	3	3	3	3	1	3	3
CO3	3	3	3	2	2	1	3	1	3	3	3	2	3	1
CO4	3	3	3	2	1	2	3	2	3	3	3	2	3	2
CO5	3	3	3	2	2	3	3	3	3	3	3	2	3	3

Subject Code	Subject Title	Credit	Lecture	Tutorial	Practical	Type
	CORE-PROJECT	8			4	Practical

Course Objectives:

CO1	:	To develop plans with relevant to achieve the project's goals.
CO2	:	To break work down into tasks and determine handover procedures.
CO3	:	To identify links and dependencies, and schedule to achieve deliverables.
CO4	:	To estimate and cost the human and physical resources required, and make plans to obtain the necessary resources.

PROJECT REPORT GUIDELINES

1) A Guide has been allotted to each student by the department. Student can select any topic in discussion with the supervisor. Students should maintain a work diary where in weekly work carried out has to be written. Guide should review the work every week and put his/her signature. The work diary along with project report should be submitted at the time of viva voce.

2) Internal Marks Distribution: A minimum of two reviews have to be done, one at the time of finalizing the Questionnaire /identifying the primary data and the second review at the time of commencement of report writing. They should be asked to present the work done to the respective guide in the two reviews.

3) End Semester Examination: The evaluation for the end semester examination should be as per the norms given below:

External Examiner	25 Marks
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Internal Examiner	75 Marks
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100 marks

(Jointly given by the external and internal examiner) 100 Marks and the same may be converted to 200 Maximum whenever required)

DISCIPLINE SPECIFIC CORE

Subject Code	Subject Title	Credit	Lecture	Tutorial	Practical	Type
	DSC 5C- LOGISTICS NETWORK DESIGN	2	5	-	0	Theory

Objective: To provide the participants with a good knowledge of logistics network design, services and management that can support them in various business functions and roles such as operations.

Course Outcome:

CO1	:	To familiarize the student with the information about logistics network
CO2	:	To familiarize the student with the designing process of logistics
CO3	:	The students will be able to assess different designs towards increased logistics efficiency while discovering opportunities for saving time, expense and hassle
CO4	:	To develop competencies and knowledge of students to become logistics designing professionals
CO5	:	To help Students to understand architecture of design

UNIT I

Introduction - Components of Logistics network: Facilities - Plants/Vendors - Ports - Warehouse Retailers/Distribution Centers – Customers Raw materials and finished products that flow between the facilities. The three models of Network Design: 1. Logistics network design with differentiated delivery lead time 2. Logistics network design with price discount 3. Consolidated logistics network design using consolidation hubs

UNIT II

Key issues of Network design: Pick the optimal number, location, and size of warehouses and/or plants - Determining optimal sourcing strategy – Selection of plant/vendor to produce right product - Determining best distribution channels – Allocation of warehouse to service customers based on the locations

UNIT III

Data required for Network Design: A listing of all products - Location of customers, stocking points and sources - Demand for each product by customer location - Transportation rates -Warehousing costs -

Shipment sizes by product - Order patterns by frequency, size, and season, content - Order processing costs - Customer service goals

UNIT IV

Strategic decisions in terms of warehouses when plants and retailer locations are fixed; Pick the optimal number - location - size of warehouses - Determining optimal sourcing strategy - Which plant/vendor

should produce which product - Determining best distribution channels - Which warehouses should service which retailers - The objective is to design or reconfigure the logistics network so as to minimize annual system - wide costs, including Production/ purchasing costs Inventory carrying costs, and facility costs (handling and fixed costs) Transportation costs. 2. Find a minimal – annual - cost configuration of the distribution network that satisfies product demands at specified customer service levels.

UNIT V

Data Collection - information on :a) Location of customers, stocking points and sources—location theory - b) A listing of all products - c) Demand for each product by customer location—forecast technique – d)Transportation Cost - Transportation rates by mode—information system, like rating engine - e)Mileage estimation— f) Warehousing costs (handling and fixed)—inventory management g) Service level requirement—probabilistic technique h) Shipment sizes by product 2. Data Aggregation - The impact of aggregate demand - a heuristic to aggregate data. 3. Data Validation and Model 4. Optimization.

TEXT BOOKS

1. Supply Chain Management: Logistics Network Design by Donglei Du, Faculty of Business Administration, University of New Brunswick, NB Canada Fredericton.
2. Joseph D. Patton, Logistics Technology and Management, Soloman, 1986.
3. Philip T. Frohne, Quantitative Measurements for Logistics, McGraw Hill, 2007.

	Program Outcomes									Program Specific Outcomes			
Course Outcomes	P01	P02	P03	P04	P05	P06	P07	P08	P09	PSO1	PSO2	PSO3	PSO4
CO1	3	3	3	3	2	3	3	3	1	2	3	2	2
CO2	3	2	3	1	2	3	3	3	1	3	2	2	3
CO3	3	1	3	2	3	3	3	3	1	3	2	3	3
CO4	3	2	1	3	3	2	2	3	3	2	2	3	1
CO5	2	3	3	3	3	1	1	2	3	3	2	3	3

1 – Weakly mapped 2 – Moderately mapped 3 – Strongly mapped

Subject Code	Subject Title	Credit	Lecture	Tutorial	Practical	Type
	DSC PRACTICAL- 5C- LOGISTICS NETWORK DESIGN	2	5	-	0	Practical

Objective: To provide the participants with a good knowledge of logistics network design, services and management that can support them in various business functions and roles such as operations.

Course Outcome:

CO1	:	To provide practical exposure to student about logistics network
CO2	:	To familiarize the student with the designing process of logistics
CO3	:	The students will be able to assess different designs towards increased logistics efficiency while discovering opportunities for saving time, expense and hassle
CO4	:	To develop competencies and knowledge of students to become logistics designing professionals
CO5	:	To help Students to understand architecture of design

Exercises

I] Select any one of the following model for Network.

1. Logistics network design with differentiated delivery lead time
2. Logistics network design with price discount
3. Consolidated logistics network design using consolidation hubs.

II] Pick the optimal number, location, and size of warehouses and/or plants

III Determine optimal sourcing strategy - which plant/vendor should produce which product?

IV Determine best distribution channels - which warehouses should service which customers?

V Collect information like list of all products, Location of customers, stocking points and sources , Demand for each product by customer location Transportation rates, Warehousing costs, Shipment sizes by product, Order patterns by frequency, size, and season, content. Order processing costs and Customer service goals

VI Adopt the strategic decisions:

1. In terms of warehouses when plants and retailer locations are fixed; find a minimal-annual-cost configuration of the distribution network that satisfies product demands at specified customer service levels.

VII Follow all major steps of network design (Data Collection, Data aggregation, Data Validation and Optimization) and complete the process.

Rathinam College of Arts & Science (Autonomous), Coimbatore-21.

Admitted in BBA LOGISTICS from the academic year 2021-2022 Onwards

	Program Outcomes									Program Specific Outcomes			
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CO1	3	3	3	3	2	3	3	3	1	2	3	2	2
CO2	3	2	3	1	2	3	3	3	1	3	2	2	3
CO3	3	1	3	2	3	3	3	3	1	3	2	3	3
CO4	3	2	1	3	3	2	2	3	3	2	2	3	1
CO5	2	3	3	3	3	1	1	2	3	3	2	3	3

1 – Weakly mapped 2 – Moderately mapped 3 – Strongly mapped

Extracted in PDF format from the academic year 2022-2023 onwards

Subject Code	Subject Title	Lecture	Tutorial	Practical	Credit	Type
	DSC - Internet and Web Design Theory	4	4	0	4	Theory

Introduction:
 To know the fundamentals of Internet and Web based Language and its features.

Course Objective

CO1	:	Understand the basics of Internet and Its Protocol
CO2	:	To Learn about E mail and its features
CO3	:	To Learn about HTML Language and its features
CO4	:	To understand the HTML and application
CO5	:	To Understand the DHTML and application

UNIT I **[12 Hours]**
 Internet basics – Internet Address – Domain names – Browsers – search Engine – Connecting to the internet – installing and configuring a modem – creating a connection profile – changing the default connection

UNIT II **[12 Hours]**
 Working with E-Mail – running an email program – sending , reading , replying deleting and exiting mail - sending files via email - attaching a signature – managing an address book.

UNIT III **[12 Hours]**
 Introduction to HTML - information file creation – web server – web client / browser - HTML – commands – title – footer – paragraph breaks – line breaks – heading style – spacing – centering – Font size and color.

UNIT IV **[12 Hours]**
 List – Types of list – Adding graphics to HTML document – Using width, height , alignment and alternative attributes – tables – header rows – data rows – caption tags – cell spacing - BG color – rows span – cplspan attributes – Links – internal and external document reference – Images as hyper links

UNIT V **[12 Hours]**
 Introduction to DHTML - cascading style sheets – color and background attributes – text attributes – border attributes – marginal related attributes – list attributes – class – external style sheet.

Text Book:
 1. Web Technology –A Developers Perspective –N P Gopalan, J Akilandeswari, Prentice Hall of India Pvt. Ltd., New Delhi, 2008.

Reference Books:

1. (Unit 1,2) - Internet compete
- Maureen Adams, Sherry Bonelli
- BPB Publications – 1998.
2. (Unit 3,4,5) - Web enabled commercial application development using HTML,DHTML , Java Script , Perl CGI.
- Ivan Bayross
- BPB Publications – 2000.
3. Mastering Javascript, J Jaworski, BPB Publications, 1999.
4. Core SERVLETS AND JAVA SERVER PAGES VOLUME 1: CORE TECHNOLOGIES By Marty Halland Larry Brown Pearson, Pearson Education India

Note: :

Mapping of Course Outcomes with Program Outcomes:

	Program Outcomes									Program Specific Outcomes			
Course Outcomes	P01	P02	P03	P04	P05	P06	P07	P08	P09	PSO1	PSO2	PSO3	PSO4
CO1	1	1		2			2		2			3	2
CO2	2	1		2	2	2	2	2	3	2	2	3	2
CO3	2	1	1	2	1	2	2		2		2	3	2
CO4	2	1	2	2	1	2	2		2		2	3	2
CO5	2	1	2	2	1	2	2		2		2	3	2

Subject Code	Subject Title	Lecture	Tutorial	Practical	Credit	Type
	DSC Practical Internet and Web Design Practical	2	0	2	2	Practical
Introduction: To know the fundamentals of Internet and Web based Language and its features.						
Course Objective						
CO1	:	Understand the basics of Internet and Its Protocol.				
CO2	:	To Learn about E mail and its features				
CO3	:	To Learn about HTML Language and its features				
CO4	:	To understand the HTML and application				
CO5	:	To Understand the DHTML and application				
UNIT I [12 Hours]						
(minimum 2 Questions) 1 Install a modem in your system. 2 connect internet using an account in you system. 3 search a particular topic in using internet search engines. 4 Create a new mail id using any available service providers.						
UNIT II [12 Hours]						
(minimum 2 Questions) 5 Send an email to another person's email id. 6 Send an email to more than one users at the same time. 7 Send an email to a person with an attachment. 8 Send a greeting to a person using internet.						
UNIT III [12 Hours]						
(minimum 2 Questions) 9 Develop a HTML page to check username and password. 10 Develop a HTML page to add and remove item from list box. 1 11 Develop a HTML page to link other web page. 12 Develop a HTML page to scroll text from left to right.						
UNIT IV [12 Hours]						
(minimum 2 Questions) 13 Develop a HTML page to display an advertisement. 14 Develop a static HTML page for a college information. 15 Develop a HTML page to input information to create a mail id. 16 Develop a HTML page to conduct auction.						

UNIT V

[12 Hours]

(minimum 2 Questions)

The following program based on database.

17 Develop a HTML page to input student information.

18 Develop a HTML page to display student results for a given roll number.

19 Develop a DHTML page to sale a product to users.

20 Develop a DHTML page to display product information for a given product id.

Text Book:

1. Web Technology –A Developers Perspective –N P Gopalan, J Akilandeswari, Prentice Hall of India Pvt. Ltd., New Delhi, 2008.

Reference Books:

1. (Unit 1,2) - Internet compete

- Maureen Adams, Sherry Bonelli

- BPB Publications – 1998.

2. (Unit 3,4,5) - Web enabled commercial application development using HTML,DHTML , Java Script , Perl CGI.

- Ivan Bayross

- BPB Publications – 2000.

3. Mastering Javascript, J Jaworski, BPB Publications, 1999.

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	Program Outcomes										Program Specific Outcomes			
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CO1	1	1		2			2		2			3	2	
CO2	2	1		2	2	2	2	2	3	2	2	3	2	
CO3	2	1	1	2	1	2	2		2		2	3	2	
CO4	2	1	2	2	1	2	2		2		2	3	2	
CO5	2	1	2	2	1	2	2		2		2	3	2	

Subject Code	Subject Title	Lecture	Tutorial	Practical	Credit	Type															
	DSC: Strategic Management			0		Theory															
Introduction: To enable the students to acquire knowledge on concepts of strategic management. On successful Completion of the course the students will be able to understand the environment, strategic decision making etc.																					
Course Objective <table><tr><td>CO1</td><td>:</td><td>Analyze industry factors, and identify their impact on profitability and strategic positioning</td></tr><tr><td>CO2</td><td>:</td><td>Gain knowledge about the SWOT analysis and its need in the day to day life for the evaluation.</td></tr><tr><td>CO3</td><td>:</td><td>Identify strategic capabilities and gaps</td></tr><tr><td>CO4</td><td>:</td><td>Analyze strategic macro environmental issues</td></tr><tr><td>CO5</td><td>:</td><td>Analyze and implement strategy at the single business unit level</td></tr></table>							CO1	:	Analyze industry factors, and identify their impact on profitability and strategic positioning	CO2	:	Gain knowledge about the SWOT analysis and its need in the day to day life for the evaluation.	CO3	:	Identify strategic capabilities and gaps	CO4	:	Analyze strategic macro environmental issues	CO5	:	Analyze and implement strategy at the single business unit level
CO1	:	Analyze industry factors, and identify their impact on profitability and strategic positioning																			
CO2	:	Gain knowledge about the SWOT analysis and its need in the day to day life for the evaluation.																			
CO3	:	Identify strategic capabilities and gaps																			
CO4	:	Analyze strategic macro environmental issues																			
CO5	:	Analyze and implement strategy at the single business unit level																			
UNIT I [12 Hours] Introduction- concept of Strategy – Need – Dimensions - Strategic Planning - Process- Benefits — Strategic vision – Corporate Mission – Objectives – Goals – Social Responsibility – Business ethics – Linking Strategies with ethics.																					
UNIT II [12 Hours] Environmental analysis – Need – Scanning – Approaches – Forecasting – Techniques. Internal Analysis – Need – SWOT analysis – Value Chain – Functional Analysis – Grid approach – Criteria for evaluating internal capabilities.																					
UNIT III [12 Hours] Strategic Decision framework – Developing alternatives – Strategy Options – Porter’s five force Model Diversification strategies – Retrenchment Strategy – Factors Influencing Strategy – Generic Strategy – Cultural Context Of Strategy – McKinsey’s 7S Model-9 Cell Matrix.																					
UNIT IV [12 Hours] Core Competencies – Building Core Competencies — Managing Strategic Change – Strategic Change Process – International Strategic Management And Domestic Strategic Management																					
UNIT V [12 Hours] Implementation – Role of top management – Process – Matching Structure of strategy – Resource allocation – Planning and Controlling system. Building Strategic Supportive Corporate Culture Strategic Advantage – Feedback.																					
Text Book: 1. Y. S. Abu - Mostafa, M. Magdon-Ismael, and H.-T. Lin, “Learning from Data”, AMLBook Publishers, 2012.																					

Reference Books:

1. VS Ramaswamy & S.Namakumari, Strategic Planning – Formulation of Corporate Strategy, Macmillan Business Books, 2008.
2. John A Pearce, Richard B Robinson, Strategic Management, McGraw Hill Higher Education; 12th Revised Edition, 2003.
3. Strategic Management: The Indian Context, R. Srinivasan, 5th Edition, PHI Learning, 2014.
4. Strategic Management: Concepts and Cases: Competitiveness and Globalization, by Hitt - 12th edition, Cengage Learning, 2017

Note: :

Mapping of Course Outcomes with Program Outcomes:

	Program Outcomes									Program Specific Outcomes			
Course Outcomes	P01	PO2	P03	P04	P05	P06	P07	P08	P09	PSO1	PSO2	PSO3	PSO4
CO1	3	3	3	3	3	3	2	2	3	3	2	3	2
CO2	3	3	2	2	3	3	2	2	3	3	3	3	2
CO3	3	2	2	3	3	2	2	2	3	3	3	2	3
CO4	2	2	3	3	3	3	3	2	2	3	2	2	3
CO5	3	3	2	2	2	2	3	3	2	3	3	2	2

Subject Code	Subject Title	Lecture	Tutorial	Practical	Credit	Type
	DSC Practical – Strategic Management	2		0	2	Theory
Introduction: By completing this practical students can able to understand the Strategic Formulations of the company and as well as Industry						
Course Objective						
CO1	:	Analyze industry factors, and identify their impact on profitability and strategic positioning				
CO2	:	Gain knowledge about the SWOT analysis and its need in the day to day life for the evaluation.				
CO3	:	Identify strategic capabilities and gaps				
CO4	:	Analyze strategic macro environmental issues				
CO5	:	Analyze and implement strategy at the single business unit level				
UNIT I [12 Hours]						
<u>We need to analyze the present situations and how to frame the strategy to over come the bottleneck*</u>						
a) What kind of Post Corona strategy would you recommend for the Event Management business ? b) Formulate the strategy to adopt Industry 4.0 revolution in Hospital business.? Analyse the advantages and disadvantages of the same.						
UNIT II [12 Hours]						
<u>Doing SWOT analysis of any 2 companies and framing the strategy of the business by keeping the SWOT*</u>						
a) TATA Introducing 2 wheeler bikes in the Indian Market b) Maruthi cars reproducing the Maruthi 800 car						
UNIT III [12 Hours]						
<u>We can analyse the strategies followed by any 2 companies and analyse what short of improvements to be made in their present strategies*</u>						
a) As a former form a strategy to improve the business in Agricultural products. b) Advice AVIN milk company to improve their business from the existing strategy.						

UNIT IV

[12 Hours]

Macro environmental that effect the local business*

a) Analyze how the change in Macro Environment effect the Passenger flight service Local and International

b) Garment Industry – Analyze the business affected due to macro environmental changes

UNIT V

[12 Hours]

How do you implement the strategic decisions in the unit level*

1) MBO (Management By Objective) implementation in the unit level

2) Implementing Balanced score card in the unit level.

Text Book:

1. Y. S. Abu - Mostafa, M. Magdon-Ismael, and H.-T. Lin, “Learning from Data”, AMLBook Publishers, 2012.

Reference Books:

1. VS Ramaswamy & S.Namakumari, Strategic Planning – Formulation of Corporate Strategy, Macmillan Business Books, 2008.

2. John A Pearce, Richard B Robinson, Strategic Management, McGraw Hill Higher Education; 12th Revised Edition, 2003.

3. Strategic Management: The Indian Context, R. Srinivasan, 5th Edition, PHI Learning, 2014.

4. Strategic Management: Concepts and Cases: Competitiveness and Globalization, by Hitt - 12th edition, Cengage Learning, 2017

Note: :*

Faculties can frame suitable questions based on the contemporary issues of the Industry

Mapping of Course Outcomes with Program Outcomes:

	Program Outcomes									Program Specific Outcomes			
Course Outcomes	P01	PO2	P03	P04	P05	P06	P07	P08	P09	PSO1	PSO2	PSO3	PSO4
CO1	3	3	3	3	3	3	2	2	3	3	2	3	2
CO2	3	3	2	2	3	3	2	2	3	3	3	3	2
CO3	3	2	2	3	3	2	2	2	3	3	3	2	3
CO4	2	2	3	3	3	3	3	2	2	3	2	2	3
CO5	3	3	2	2	2	2	3	3	2	3	3	2	2

Subject Code	Subject Title	Lecture	Tutorial	Practical	Credit	Type
	Total Quality Management	4	0	0	4	Theory

Introduction:

The need for learning and understanding the principles of total quality has become increasingly obvious in recent years. TQM is a comprehensive approach requiring lengthy and extensive education and training programs within organizations. This course takes an in-depth approach in order to teach students the basic principles and tools associated with TQM.

Course Objective

CO1	:	To learn and understand the basics of TQM and can frame the vision Mission and Policy to the company as well as department wise.
CO2	:	To learn quality Philosophy in the managerial perspective and apply professionally
CO3	:	To apply tools to facilitate continuous improvement
CO4	:	To understand Customer requirement and convert the same into technical requirement in a effective
CO5	:	To improve the system by implementing International Quality management System and understanding the Six pillars of TQM

UNIT I

[12 Hours]

Introduction– Quality – vision, mission and policy statements. Customer Focus – customer perception of quality, Translating needs into requirements, customer retention, Dimensions of product and service quality. Cost of Quality

UNIT II

[12 Hours]

Principles and Philosophies of Quality Management – Overview of the contributions of Deming, Juran, Crosby, Masaaki Imai, Feigenbaum, Ishikawa, Taguchi techniques – Introduction, loss function, parameter and tolerance design, signal to noise ratio. Concepts of Quality circle, Japanese 5S principles and 8D methodology

UNIT III

[12 Hours]

Statistical Process Control – Meaning and significance of statistical process control (SPC) – Construction of control charts for variables and attributed. Process capability – meaning, significance and measurement – Six sigma – concepts of process capability. , product life characteristics curve, Total productive maintenance (TPM) - Business Process Improvement (BPI) – principles, applications, reengineering process, benefits and limitations

UNIT IV

[12 Hours]

Tools and Techniques for Quality Management – 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 Tools (old and new). Benchmarking and POKE YOKE.

UNIT V

[12 Hours]

Quality Systems Organizing and Implementation – Introduction to ISO 9001:2015 – Quality Management Systems – Guidelines for Performance Improvements. Quality Audits. TQM culture Leadership – quality council, employee involvement, motivation, empowerment, recognition and reward – TQM framework, benefits, awareness and obstacles

Text Book:

1. Besterfield, Total Quality Management, , 4th edition Pearson Education India,2018

Reference Books:

1. Shridhara Bhat K, Total Quality Management – Text and Cases, First Edition Himalaya Publishing House, 2010.
2. Douglas C. Montgomery, Introduction to Statistical Quality Control, Wiley Student Edition, 8th Edition, Wiley India Pvt Limited, 2019.
- 3.D R Kiran, Total Quality Management, BS Publications, 2016
4. James R. Evans and William M. Lindsay, The Management and Control of Quality, , Sixth Edition Thomson, 2005
5. Mukherjee, Total Quality Management, Prentice Hall India Learning Private Limited (2006)

Note: :

Mapping of Course Outcomes with Program Outcomes:

	Program Outcomes									Program Specific Outcomes				
Course Outcomes	P01	P02	P03	P04	P05	P06	P07	P08	P09	PSO1	PSO2	PSO3	PSO4	PSO5
CO1	3	3	2	2	2	2	2	3	3	3	3	3	3	3
CO2	3	3	3	3	3	3	3	3	3	3	3	3	3	3
CO3	3	3	3	3	3	2	2	3	3	3	2	2	3	1
CO4	3	3	3	3	3	2	2	3	3	3	2	2	2	2
CO5	3	3	3	3	2	2	2	3	3	3	3	3	3	2

Subject Code	Subject Title	Lecture	Tutorial	Practical	Credit	Type
	DSC TQM Practical	4	0	0	4	Theory

Introduction:

The need for learning and understanding the principles of total quality has become increasingly obvious in recent years. TQM is a comprehensive approach requiring lengthy and extensive education and training programs within organizations. This course takes an in-depth approach in order to teach students the basic principles and tools associated with TQM.

Course Objective

CO1	:	To learn and understand the basics of TQM and can frame the vision Mission and Policy to the company as well as department wise.
CO2	:	To learn quality Philosophy in the managerial perspective and apply professionally
CO3	:	To apply tools to facilitate continuous improvement
CO4	:	To understand Customer requirement and convert the same into technical requirement in a effective
CO5	:	To improvise the system by implementing International Quality management System and understanding the Six pillars of TQM

UNIT I [12 Hours]

Select a any one of the ISO 9001 QMS certified Company and analyse the contribution of TQM in developing the culture of World Class manufacturing company status

UNIT II [12 Hours]

Draw a Frame work of TQM and explain the Contributions of Quality Guru's.

UNIT III [12 Hours]

Discuss the various metrics to analyse the effectiveness of TPM Contributions of OEE calculations, MTBF, MTTR.

UNIT IV [12 Hours]

Draw a Sample FMEA and explain the steps.

UNIT V [12 Hours]

Assume you are a CEO of a company and develop a step by step Procedure to implement the ISO9001 QMS in a select company.

Text Book:

1. Besterfield, Total Quality Management, , 4th edition Pearson Education India,2018

Reference Books:

1. Shridhara Bhat K, Total Quality Management – Text and Cases, First Edition Himalaya Publishing House, 2010.
2. Douglas C. Montgomery, Introduction to Statistical Quality Control, Wiley Student Edition, 8th Edition, Wiley India Pvt Limited, 2019.
3. D R Kiran, Total Quality Management, BS Publications, 2016
4. James R. Evans and William M. Lindsay, The Management and Control of Quality, , Sixth Edition Thomson, 2005
5. Mukherjee, Total Quality Management, Prentice Hall India Learning Private Limited (2006)

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	Program Outcomes									Program Specific Outcomes				
Course Outcomes	P01	P02	P03	P04	P05	P06	P07	P08	P09	PSO1	PSO2	PSO3	PSO4	PSO5
CO1	3	3	2	2	2	2	2	3	3	3	3	3	3	3
CO2	3	3	3	3	3	3	3	3	3	3	3	3	3	3
CO3	3	3	3	3	3	2	2	3	3	3	2	2	3	1
CO4	3	3	3	3	3	2	2	3	3	3	2	2	2	2
CO5	3	3	3	3	2	2	2	3	3	3	3	3	3	2

Subject Code	Subject Title	Credit	Lecture	Tutorial	Practical	Type
	DSC- INTERNATIONAL BUSINESS MANAGEMENT	2	5	-	0	Theory

Introduction:

To enable the students to acquire knowledge of International Business. On successful completion of this course, the students should have understood the Changing Nature of International Business Culture and competitive Advantage, Foreign Direct Investment, etc.

Course Outcomes:

CO1	:	Demonstrate and develop conceptual framework of business environment by performing, environment analysis for the organization.
CO2	:	Analyze the economic environment for strategic decision making and predict its impact in business
CO3	:	Evaluate political and legal environment in India and its influence in managerial decisions.
CO4	:	Understand the socio-cultural environment and technological environment and its influence on the business to create, evaluate and assess a range of business options.
CO5	:	Determine the impact of global environment and globalization to Indian Business and understand the challenges of international business and foreign capital in Indian business.

UNIT I

Introduction – The Globalization of the World Economy – The Changing Nature of International Business – Differences in International Business. National Differences in Political Economy: Introduction – Political Systems – economic Systems – Legal Systems – The Determinants of Economic Development – States in Transition.

UNIT II

Differences in Culture: Introduction – Social Structure – Religion – Language – Education – Culture and the Workplace – Culture change – Cross Culture – Culture Literacy – Culture and Competitive Advantage.

UNIT III

International trade Theory: Introduction – An Overview of Trade Theory – Mercantilism – Absolute Advantage – Comparative Advantage – Heckscher – Ohlin Theory – The New Trade Theory – National

Competitive Advantage – Porter’s Diamond. The Revised Case for Free Trade – Development of the World – Trading System – WTO & Development of World trade – Regional grouping of countries and its impact.

UNIT-IV

Foreign Direct Investment: Introduction – Foreign Direct Investment in the World Economy

– Horizontal Foreign Direct Investment – Vertical Foreign Direct Investment. Benefits and advantages to host and home countries.

UNIT-V

Mode of Entry and Strategic Alliances: Introduction – Entry Modes – Selecting and Entry Mode – Strategic Alliances – Making Alliances Work. Exporting, Importing and Counter trade: Introduction – The Promise and Pitfalls of Exporting – Improving Export Performance – Export and Import Financing – Export Assistance – Counter trade.

Text Book

1. Charles W.I. Hill and Arun Kumar Jain, International Business, 6th edition, Tata McGrawHill, New Delhi, 2010.

2. John D. Daniels and Lee H. Radebaugh, International Business, Pearson Education Asia, New Delhi, 2009.

	Program Outcomes									Program Specific Outcomes				
Course Outcomes	P01	P02	P03	P04	P05	P06	P07	P08	P09	PSO1	PSO2	PSO3	PSO4	PSO5
CO1	3	3	3	3	2	3	3	3	1	2	3	2	2	2
CO2	3	2	3	1	2	3	3	3	1	3	2	2	3	2
CO3	3	1	3	2	3	3	3	3	1	3	2	3	3	2
CO4	3	2	1	3	3	2	2	3	3	2	2	3	1	2
CO5	2	3	3	3	3	1	1	2	3	3	2	3	3	2

1 – Weakly mapped 2 – Moderately mapped 3 – Strongly mapped

Subject Code	Subject Title	Credit	Lecture	Tutorial	Practical	Type
	DSC PRACTICAL- PORT TERMINAL LOGISTICS	2	5	-	0	Practical

Objective: To ensure a thorough practical knowledge and understanding of port and terminal management and to develop relevant communication skills.

Course Outcome:

CO1	:	To understand the role of ports in international trade and transport
CO2	:	To understand the different cargo-handling equipment, types, their costs and the need for maintenance management
CO3	:	To understand the prime importance of avoiding traffic and cargo congestion. To understand the basic rationale of port business
CO4	:	To be aware of laws and regulations relating to the employment of dockworkers. To understand flow analysis of cargo in a terminal and environmental factors and constraints
CO5	:	To be aware of the transfer of party from state to private ownership, methods of privatization, sale of shares, management and employee buyouts

EXERCISES:

1. List different ports in India with a map
2. List different ports in world with a map
3. Draw a plot of different marine routes
4. Create a record for strategic importance of port
5. Draw historical references of various sea routes used in India.

	Program Outcomes									Program Specific Outcomes			
Course Outcomes	P01	P02	P03	P04	P05	P06	P07	P08	P09	PSO1	PSO2	PSO3	PSO4
CO1	3	3	3	3	2	3	3	3	1	2	3	2	2
CO2	3	2	3	1	2	3	3	3	1	3	2	2	3
CO3	3	1	3	2	3	3	3	3	1	3	2	3	3
CO4	3	2	1	3	3	2	2	3	3	2	2	3	1
CO5	2	3	3	3	3	1	1	2	3	3	2	3	3

Subject Code	Subject Title	Credit	Lecture	Tutorial	Practical	Type
	Allied –II -Business Economics	4	6	0	0	Theory

Introduction:

To make the student to know the fundamentals of micro and macro-economic theory and practice as they are applied to business in a managerial.

Course Outcome:

CO1	:	To understand the internal and external decisions of the business.
CO2	:	To analyse the demand and supply conditions and assess the position of a Business
CO3	:	To Design competition strategies, including costing, pricing, product differentiation, and market environment according to the natures of products and the structures of the Business.
CO4	:	To Identify the role of demand in a market economy.
CO5	:	To grasp an in-depth, examine about Law of supply

Unit – 1

12 Hours

Business Economics: Meaning-definitions-characteristics -distinction between businesses economics and economics -scope of business economics -uses/objectives of business Economics–Role and responsibilities of business economist.

Unit – 2

12 Hours

Consumer Behaviour: Consumer sovereignty-limitations. Approaches to the study of consumer behaviour -cardinal approach-the law of equip-marginal utility, ordinal approach –indifference curve analysis-properties –Consumer surplus -meaning-analysis limitations

Unit – 3

12 Hours

Demand: Theory of Demand Analysis-demand determinants -law of demand: characteristics exceptions -Elasticity of demand -price elasticity -types -determining factors-change in demand and elasticity of demand –business applications of price elasticity-Concepts of income and cross elasticity of demand. Price elasticity of demand measurement by total outlay method

Unit – 4

12 Hours

Demand Forecasting: methods-survey of buyer's intention -collective opinion -trend Projection -economic indicator. Demand forecasting methods for a new product

Unit – 5

12 Hours

Law of Supply -meaning-determinants of supply and its influence on cost of production. Production Function: Equilibrium through Isoquants and ISO costs -managerial uses of production Function-law of variable proportions -economies of large scale of production-diseconomies of Large-scale production

Text Book:

1. Business Economics, Sankaran, Margham Publications, 2012

Reference Book

1. Managerial Economics, Joel Dean, Prentice-Hall of India, New Delhi, 2013
2. Managerial Economics, Gupta, Tata McGraw Hill, 2006
3. Business Economics, Mukund Mahajan.

	Program Outcomes									Program Specific Outcomes				
Course Outcomes	P01	P02	P03	P04	P05	P06	P07	P08	P09	PSO1	PSO2	PSO3	PSO4	
CO1	3	3	3		1	1	3	3	3	2	3	2	3	
CO2	3	3	1	1	3	1	3	3	2	2	3	2	3	
CO3	3	3	3	1	1		1	1	3	2	3	3	2	
CO4	3	3	3	1		1	1	3	2	2	3	2	3	
CO5	3	3		1	1		1	3	3	3	3	2	3	

Subject Code	Subject Title	Lecture	Tutorial	Practical	Credit	Type															
	Allied : Business Environment	4			4	Theory															
Introduction: To familiarize the students with the Indian business environment in general and the Indian economy specially.																					
Course Objective <table><tr><td>CO1</td><td>:</td><td>To understand the overview of the business environment</td></tr><tr><td>CO2</td><td>:</td><td>To understand the economic and political Environment</td></tr><tr><td>CO3</td><td>:</td><td>To Understand the Technological Environment</td></tr><tr><td>CO4</td><td>:</td><td>To Understand about the social Environment</td></tr><tr><td>CO5</td><td>:</td><td>To understand the Public sector and Foreign Direct Investments.</td></tr></table>							CO1	:	To understand the overview of the business environment	CO2	:	To understand the economic and political Environment	CO3	:	To Understand the Technological Environment	CO4	:	To Understand about the social Environment	CO5	:	To understand the Public sector and Foreign Direct Investments.
CO1	:	To understand the overview of the business environment																			
CO2	:	To understand the economic and political Environment																			
CO3	:	To Understand the Technological Environment																			
CO4	:	To Understand about the social Environment																			
CO5	:	To understand the Public sector and Foreign Direct Investments.																			
UNIT I [12 Hours] Meaning of Business Environment, Factors affecting environment to the business, Internal and external environment micro environment, macro environment. Types of environment.																					
UNIT II [12 Hours] Economic Environment: Nature of economy, structure of the economy, economic policies, economic conditions. Political Environment: Economic roles of the government, government and legal environment, economic roles of government of India.																					
UNIT III [12 Hours] Technological Environment: Concept and significance of technological environment, regulation of foreign investment and collaboration																					
UNIT IV [12 Hours] Social Environment: Business and society, business and culture, language, culture and organizational behaviour, other social/cultural factors, social responsibility of business																					
UNIT V [12 Hours] The contribution of Public sector enterprises in India, Privatization and disinvestment in India, Foreign Direct																					

Investment in India, its impact on Indian economy.

Text Book:

1. S K Misra & V K Puri, Economic Environment of Business
2. Francis Cherunilam Business Environment

Reference Books:

1. Dunkel and Wilson: The Business Environment Of Seventies
2. Tandan Bc: Environment & Entrepreneur
3. M Adhikary: Economics Environment Of Business
4. Trivedi Ml: Government & Business
5. Cherunilam F: Business Environment

Note: :

Mapping of Course Outcomes with Program Outcomes:

	Program Outcomes									Program Specific Outcomes				
Course Outcomes	P01	P02	P03	P04	P05	P06	P07	P08	P09	PSO1	PSO2	PSO3	PSO4	PSO5
CO1	3	3	3		1	2	1	2	2	3	2	1	2	2
CO2	3	3	3	1	2	2	3	2	2	3	2	1	2	2
CO3	3	3	3	3	2	2	3	2	2	3	2	1	2	2
CO4	3	3	3	2	2	2	3	2	2	3	2	1	2	2
CO5	3	3	3	2	2	2	3	2	2	3	2	1	2	2

Subject Code	Subject Title	Lecture	Tutorial	Practical	Credit	Type
	DSA – 4A - EVENT MANAGEMENT	6			4	Theory

Introduction: To enable students understand the concepts involved in event management. Students to understand the basic event and to apply the techniques in event management and also to solve practical problems in the real life situations.

Course Outcome:

CO1	Understanding of what an event and its types are.
CO2	Concepts involved in event management and the coverage of media.
CO3	Creation of unique and contemporary events for different sectors.
CO4	Purpose of organizing exhibitions and its economic impacts.
CO5	Promotions and developments in trading.

UNIT I Introduction to Events: Define; Event Characteristics Demand for Events; When do we need events; Types of events; Structure of events Supply and Suppliers; Distribution;

UNIT II Event management principles ; Event Process; Brief; Concept; Budgets ;Schedule of items; The suppliers Media coverage of events; Media Coverage of an event; Themes; Creative;

UNIT III Property Creation; implications of special events; Cultural Event; Organizational Event; Personal Event; Sponsorship and Public Funding

UNIT IV Exhibitions; A little history; introduction and define ;Why Visit An Exhibition; Other common reasons; The Economic Impact of Exhibitions; A cost effective way of exhibiting; ways to build a dream team; 10 steps to create the great indoors

UNIT V India Trade Promotion Organization (ITPO) ;Pragati Maidan-Fair Worthy At All Times ; Exhibitions in India; Promotion Through Department Stores.

REFERENCES:

1. Dynamics of public relations in Indian software and ITES sector ; Chawla, Ruchi (2204)
2. Attributes Brand enhancement of PR in the multiplex industry; Kawathekar, Parag (2004) through corporate social responsibility (2004)
3. Event production : lights and sound; Niyogi, Ishani (2004)
4. Celebrity political endorsement ; Parikh, Sejal (2004)
5. Role of public relation in social marketing Singh, Shruti (2004)

Rathinam College of Arts & Science (Autonomous), Coimbatore-21.
Admitted in BBA LOGISTICS from the academic year 2021-2022 Onwards

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Course Outcomes	P01	P02	P03	P04	P05	P06	P07	P08	P09	PSO1	PSO2	PSO3	PSO4	PSO5
CO1	3	3	3	2	2	2	2	1	2	3	2	1	3	1
CO2	3	3	3	3	3	2	2	2	2	3	2	2	3	2
CO3	3	3	3	3	3	2	2	1	2	3	2	2	3	1
CO4	3	3	3	2	3	2	2	2	2	3	2	2	3	2
CO5	3	3	3	3	3	2	2	1	2	3	2	2	3	2

Approved in the BOS Meeting held on 03-05-2021

Subject Code	Subject Title	Credit	Lecture	Tutorial	Practical	Type
19BCMA05	Allied – Company Law	4	6	0	0	Problems

Objective: The objective of the course is to impart basic knowledge of the provisions of the Companies Act 2013. Case studies involving issues in company laws are required to be discussed.

Course Outcomes:

CO1	:	Able to understand the characteristics of the company
CO2	:	Acquire the basic mechanics of documentation
CO3	:	Demonstrate the Classification of directors and stakeholder relationship
CO4	:	Comprehend the knowledge to conduct meetings of shareholders and board
CO5	:	Familiarize with Dividends and Audit and on-line filing of documents

UNIT I:

Introduction - Characteristics of a company - lifting of corporate veil - types of companies including one-person company, small company, associate company, dormant company, producer company – association not for profit - illegal association - formation of company, promoters and their legal position, pre-incorporation contract and provisional contracts - on-line registration of a company.

UNIT II:

Documents - Memorandum of association and its alteration - articles of association and its alteration

- doctrines of constructive notice and indoor management – prospectus - shelf prospectus and red herring prospectus - misstatement in prospectus - issue, allotment and forfeiture of share, calls on shares - issue of sweat capital - issue of bonus shares; transfer and transmission of shares, buyback - share certificate - D-Mat system.

UNIT III:

Management - Classification of directors - director identity number (DIN); appointment - removal of directors - legal positions - powers and duties - key managerial personnel - managing director – manager - committees of board of directors – audit committee - nomination and remuneration committee - stakeholders relationship committee, corporate social responsibility committee - prohibition of insider trading.

UNIT IV

Company Meetings - Meetings of shareholders and board - types of meeting - convening and conduct of meetings - requisites of a valid meeting - notice, agenda, chairman, quorum, proxy, resolutions, minutes - postal ballot, meeting through video conferencing, e-voting.

UNIT V:

Dividends and Audit - Provisions relating to payment of dividend - provisions relating to books of account – provisions relating to audit, auditors' appointment, rotation of auditors, auditors' report, secretarial standards and secretarial audit; on-line filing of documents.

Winding Up - Concept and modes of winding up, Liquidator, National Company Law Tribunal (NCLT) - Appellate Tribunal (NCLAT), Special Courts.

SUGGESTED READINGS:

1. Gowar, LCB, Principles of Modern company Law, Stevens & Sons, London.
2. Hanningan, Brenda, Company Law, Oxford University Press, U.K.
3. Kuchhal M C, Corporate Laws, Shri Mahaveer Book Depot, New Delhi.
4. Sharma, J.P., An Easy Approach to Corporate Laws, Ane Books Pvt. Ltd., New Delhi
5. Ramaiya, A Guide to Companies Act, LexisNexis, Wadhwa and Buttersworth.
6. Kannal, S., & V.S. Sowrirajan, Company Law Procedure, Taxman's Allied Services (P) Ltd., New Delhi.
7. Singh, Harpal, Indian Company Law, Galgotia Publishing, Delhi.
8. Companies Act and Corporate Laws, Bharat Law House Pvt Ltd, New Delhi.

	Program Outcomes									Program Specific Outcomes				
Course Outcomes	P01	PO2	P03	P04	P05	P06	P07	P08	P09	PSO1	PSO2	PSO3	PSO4	
CO1	3	3	3	1	2	1	2	1	2	3	1	2	3	
CO2	3	3	3	1	2	1	2	1	2	3	2	2	3	
CO3	3	3	3	2	2	2	2	1	2	3	2	2	3	
CO4	3	3	3	2	2	2	2	1	2	3	2	2	3	
CO5	3	3	3	1	2	2	2	1	2	3	2	2	3	

Subject Code	Subject Title	Credit	Lecture	Tutorial	Practical	Type
19BPYA06	Allied - STRESS MANAGEMENT					

Introduction: This paper could help students to gain knowledge in nature of stress, its consequences and different kinds of stress management techniques.

CO 1	:	To enable the student to understand the nature of stress
CO 2	:	To develop knowledge in relationship of the body and stress
CO 3	:	To make student to understand the relative process of mind and spirit
CO 4	:	To help student to learn various approaches in stress coping technique
CO 5	:	To acquire knowledge about the relaxation techniques.

UNIT-I: STRESS: MEANING AND NATURE

Nature of stress: Definition, stress response, types of stress and stressors. General Adoption Syndrome, Stress in changing world. Holistic approach to stress management: premise and nature. The power of adoption. Assessments: life stress questionnaire, poor sleep habits questionnaire and locus of control questionnaire.

UNIT-II: APPROACHES TO UNDERSTAND STRESS-I

The body and emotions components; The body-stress and chronic pain, anatomy and physiology, stress and immune system. Stress, disease connection and the dynamic of self-healing. The Emotions-healthy and unhealthy emotions – anger, fear, joy and happiness; Exercises: physical symptoms questionnaire, creative altruism, stress.

UNIT-III: APPROACHES TO UNDERSTAND STRESS-II

The mind and spirit components: The Mind – ego, power of two minds, meaning in life and energy psychology. The Spirit-the neglect of human spirit and the dance of stress, spiritual potential and spiritual health. Exercises: stress-prone personality survey and stress and human spirituality.

UNIT-IV: STRESS COPING

Reframing, comic relief, assertiveness, boundaries. Effective resource management of time and money. Expressive art therapy. Creative problem solving. Exercises: Reframing: seeing from a bigger, clearer perspective, making a fickle notebook and building and maintaining personal stability, the human butterfly and the creativity project.

UNIT–V: RELAXATION TECHNIQUES

The wisdom of physical relaxation through sight, sound, smell, taste and the divine sense. The art of breathing-diaphragmatic breathing. The art of mediation – types and insightful meditation. Mental imagery, Massage therapy, Hatha yoga, Self-hypnosis and Autogenics and Nutrition. Exercises: Relaxation through five senses, breathing clouds meditation and rainbow meditation, self- massage, surya namaaskar, self -suggestion and the rainbow diet.

REFERENCES

1. Seaward, B. L. (2016). Essentials of managing stress. Jones & Bartlett Publishers.
2. Palmer, S and Cooper, C. (2007). How to deal with Stress. New Delhi, Kogan Page India. Pvt Ltd
3. Epstein, R. (2006). The Big Book of Stress-Relief Games. New Delhi. Tata McGraw - Hill Publishing Company.

	Program Outcomes									Program Specific Outcomes				
Course Outcomes	P01	P02	P03	P04	P05	P06	P07	P08	P09	PSO1	PSO2	PSO3	PSO4	PSO5
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CO2	3	3	3			2	2	1	2	3	2	1	3	2
CO3	3	3	3	1	2	2	1	1	2	3	2	2	3	2
CO4	3	3	3	2	2	2	2	1	2	3	2	2	3	2
CO5	3	3	3	2	2	2	2	1	2	3	2	1	3	2

Subject Code	Subject Title	Credit	Lecture	Tutorial	Practical	Type
19BENC01	SEC– Business Communication	4	5	-	0	Theory

Introduction: The student will compose, produce, and present effective business documents appropriate to meet industry standards; apply critical evaluation techniques to business documents; and demonstrate the importance of coherent, ethical communication principles in business and industry.

Course Outcomes:

CO1	:	Students gained knowledge in the effective communication and to draft the layout for a business letter
CO2	:	Learnt to draft the various business letters
CO3	:	Gained knowledge in corresponding towards bank, insurance, agency, Shareholders and directors.
CO4	:	Learnt to prepare a report, minutes and memorandum of a meeting
CO5	:	Knowledge gained on the latest technology

Unit I: [12 Periods]

Individual Communication: Resume preparation – general and job-specific; cover letter preparing; soft-copy forms with neat formatting; Scanning and placing of photo; Modern e-forms of Communication: Fax – E-mail – Video Conferencing – Websites and their uses in business – language for email letters – social media communications (blogs & twitter—posting tweets, face-book, LinkedIn Groups (platform specific best practices)

Unit II: [12 Periods]

Trade Letters: Letters of Inquiry – placement of orders – Delivery and its status – Letters of Complaints, Claims – Adjustments –Credit and Status Enquiry – Collection letter Inter-office correspondence – Memorandum – Office orders – circulars; Report writing for Business purposes

Unit III: [12 Periods]

Report writing: Meaning – Need –Formatting the report elements such as title, abstract, summary, introduction, body, conclusion, recommendations, references and appendices – Types of report – Features of a well-written report.

Effective writing: Business Vocabulary -Bringing learners up to date with the language they need for business today, provides practice in using the new language, and also reflects recent developments in technology and business practice. Review basic grammar, punctuation, capitalization, number usage.

Unit IV: [12 Periods]

Correspondence of a Company Secretary: Secretary Notice, Agenda and Minutes— types— contents—guidelines—Minutes of statutory meeting—Board meeting—Annual General Meeting—Alteration of minutes—Minutes of Joint consultative meeting – Correspondence with Directors and Shareholders. Internal communications strategy: company newsletters – circulars – Appreciation memos – reprimanding strictures – Empowering employees – employee engagement.

Unit V:

[12 Periods]

General Correspondence: Letters under Right to Information (RTI) Act – General complaints and petitions for public utilities – Letters to the editor of newspapers – Other general aspects related to practical letter writing

Note [Teachers must provide the students with theoretical constructs wherever necessary in order to create awareness. However students should not be tested on the theory. They should, instead, be tested by giving situations in order to write the appropriate letter by comprehending the given situation]

Text Book:

1. Rajendra Pal, J.S.KorlaHailli, “Essentials of Business Communication” Sultan Chand & Sons, 13th Edition, 2011.

Reference:

1. Ashley, A , “A Handbook Of Commercial Correspondence”, Oxford University Press
2. Brian M. H. Robinson, Vidya S. Netrakanti& Dr. Hari V. Shintre Communicative
3. Competence in Business English. Orient Longman, 2007. K. K. Ramachandran, K. K.
4. Lakshmi, K. K. Karthick& M. Krishnakumar. Business Communication. Macmillan, 2007.

	Program Outcomes									Program Specific Outcomes				
Course Outcomes	P01	PO2	P03	P04	P05	P06	P07	P08	P09	PSO1	PSO2	PSO3	PSO4	PSO5
CO1	3	3	3	1	3	2	2	2	3	3	2	2	3	1
CO2	3	3	3	1	3	2	2	2	3	3	2	2	3	1
CO3	3	3	3	2	3	2	2	2	3	3	2	2	3	2
CO4	3	3	3	2	3	2	2	2	3	3	2	2	3	2
CO5	3	3	3	1	3	2	2	2	3	3	2	2	3	1

Subject Code	Subject Title	Lecture	Tutorial	Practical	Credit	Type
	Sales Management	4	0	0	2	Theory

Introduction:

Techniques and obstacles in selling a product. How to handle the customers and How not to react in situations is explained.

CO1	:	Able to know the Objectives of sales management
CO2	:	To attain the basic theories of personal selling
CO3	:	Demonstrate the Sales budget
CO4	:	Comprehend the knowledge on Qualities and functions of salesmen
CO5	:	FamiliarizewithSalesforceManagement,Recruitment&selectionandtraining

UNIT I

[12 Hours]

Sales Management and Organisation: Objectives and sales management- sales executive as a coordinator - sales management and control – sales organisation - it's purpose - setting up a sales organisation -types of sales organisation.

UNIT I I

[12 Hours]

Personal Selling: Objectives and theories of personal selling - analyzing market potential – sales potential and sales forecasting method & evaluation - determining sales related marketing policies – product policies-distribution policies &pricing policies

UNIT III

[12 Hours]

Sales Promotion: Definition – Strategy- SalesOperations:Salesbudget-salesterritories-SalesQuata's-controlofsales-salesmeetingandsales contest –organizing display-showroom and exhibitions

UNIT IV

[12 Hours]

Salesmanship: Sales manager - Qualities and functions - types of salesman - prospecting - pre-approach & approach –selling sequence-psychology of customers. Customer Relation management

UNIT V

[12 Hours]

Sales force Management: Recruitment & selection - training - formulation & conduction of sales training programme - motivation of sales personnel - compensation of sales personnel – evaluation and supervision of sales personnel.

Text Book:

Sales Management by CL Tyagi and Arunkumar

Reference Books:

Sales and Distribution Management by Tapan K Panda and Sunil Sahadev

Note: Question paper will cover 40% theory and 60% Case Studies..

Mapping of Course Outcomes with Program Outcomes:

	Program Outcomes									Program Specific Outcomes				
Course Outcomes	P01	P02	P03	P04	P05	P06	P07	P08	P09	PSO1	PSO2	PSO3	PSO4	PSO5
CO1	3	3	3	1	3	3	2	2	3	3	3	2	3	1
CO2	3	3	3	1	3	3	2	2	3	3	3	2	3	1
CO3	3	3	3	2	3	3	2	2	3	3	3	2	3	2
CO4	3	3	3	2	3	3	2	2	3	3	3	2	3	2
CO5	3	3	3	1	3	3	2	2	3	3	3	2	3	1

Subject Code	Subject Title	Credit	Lecture	Tutorial	Practical	Type
	DSC – Marketing Research	2	4	-	-	Theory

Introduction: To provide an exposure to the students pertaining to the nature and Scope of marketing research, which they are expected to possess when they enter the industry as practitioners. This will facilitate them in understanding about the basic techniques and tools of marketing research.

Course Outcomes:

CO1	The student should be able to understand the process of marketing research and its different processes.
CO2	The student should be able to understand different research methods.
CO3	This will help them to analyze and interpret both qualitative and quantitative data.
CO4	The student should be able to identify sources of information.
CO5	The student should be able to build a simple questionnaire from a web-based survey administration site.

Unit I:

Marketing Research: Nature and Scope of Marketing Research – Role of Marketing Research in Decision Making. The Research process – Steps in the Research Process; Designing the Research Proposal.

Unit II:

Sources and methods of gathering Marketing Information: Primary Data Collection - Survey Vs. Observations - Comparison of self-administered – telephone – mail - emails techniques - Depth Interviews focus groups and projective techniques - Questionnaire - form & design.

Unit III:

Secondary Data Research: Advantages & Disadvantages of Secondary Data - Criteria for evaluating secondary sources - Secondary sources of data in Indian Context.

Unit IV:

Measurement and scaling - Concept of measurement and scaling – Types of Scales

– Nominal, Ordinal, Interval and Ratio Scales - Attitude scales Thurstone's, Likert's, Semantic differential - Reliability and validity of a scales.

Unit V:

Sampling: Sampling techniques - determination of sample size - Data Analysis - Z test (mean, diff. of mean, diff. of proportion) t test (mean) - paired t-test - Chi square test. Introduction to theoretical concept of ANOVA - Factor Analysis and Regression analysis.

REFERENCE BOOKS:

1. Green E. Paul, Tull S. Donald & Albaum, Gerald: “Research for Marketing Decisions”, 2006, 6th Ed,

PHI.

2. Tull and Hawkins, "Marketing Research", 2000, 4th Ed. Tata McGraw Hill.
3. Cooper & Schindler: Business Research Methods McGraw-Hill Education.
4. Martin callingam, "Market intelligence", 2009, Kogan Page Publishers.
6. G.C. Beri, "Marketing Research", 2008, 8th Ed, Tata McGraw Hill.
7. Malhotra, K. Naresh, "Marketing Research- And applied orientation", 2014.

	Program Outcomes									Program Specific Outcomes				
Course Outcomes	P01	PO2	P03	P04	P05	P06	P07	P08	P09	PSO1	PSO2	PSO3	PSO4	PSO5
CO1	3	3	3	1	2	3	2	2	3	3	3	2	3	2
CO2	3	3	3	1	2	3	2	2	3	3	3	2	3	2
CO3	3	3	3	2	2	3	2	2	3	3	3	2	3	2
CO4	3	3	3	2	2	3	2	2	3	3	3	2	3	2
CO5	3	3	3	2	2	3	2	2	3	3	3	2	3	2

ELECTIVE

Subject Code	Subject Title	Credit	Lecture	Tutorial	Practical	Type
	GLOBAL SUPPLY CHAIN INTEGRATION AND INTERNATIONAL SOURCING	4	6	-	0	Theory

Objective:

The paper aims to teach the forms of logistics information, Information functionality, Information forecasting, and application of information technology in logistics

Course Outcome:

CO1	:	Explain the implementation of Global Sourcing and its approaches
CO2	:	Describe performance critical success factors impacting global sourcing
CO3	:	Identify and discuss various strategy development for global supply chain
CO4	:	Describe the communication technology, human resource involved in global supply chain
CO5	:	Describe global sourcing and supply Trends and Strategic directions

Unit –I

Introduction : Global Sourcing and Supply Defined – Research Approaches – current state of Global Sourcing and Supply – Global reach supplier and procurement centre locations – Firm Performance requirements –Reasons to Source globally – Results Achieved from global sourcing – Implementation of requirements important to Global Sourcing Effectiveness.

Unit –II

A Prescriptive Model for Global Sourcing and Supply – Five-level Model – Global Sourcing and Supply Process Models – Critical Success factors Impacting Global Sourcing and Supply Excellence – Global Sourcing Performance outcomes-Global Sourcing and Supply Critical Success Factors

Unit – III

Individual Features That Relate to Global Sourcing Excellence – Using Scenario Comparisons to Identify Global Sourcing Drivers – Key Performance Findings – Organization – Decision Making and Governance – Organizing for Integrated Global Sourcing – Global Strategy Development – Using Terms to Support Global Sourcing

Unit- IV

Cross-Enterprise Integration – Integration Across the Organization – Formal Improvement Process and information Sharing With Suppliers – Integration Through Communication Technology and information System – Human Resource Requirements for Integrated Global Sourcing –international Purchasing Offices and Sourcing In Emerging Markets – International Purchasing Offices.

Unit –V

Emerging Market/Lower –Cost Country Sourcing – China Sourcing – Global Sourcing and Supply Trends and Strategic directions - Competitive Challenges – Survey Respond Suggestion for improvement – Global Sourcing and Supply Strategy Trends.

TEXT BOOKS:

- 1.) Fred Sollish, Strategic Global Sourcing Best Practice, Wiley Publications.
- 2.) Mort Harris, Integrated Supply and Analysis, Hillcrest Publications.
- 3.) BhuvanUnhelkar, Global Integrated Supply Chain Systems, Idea group Publications

	Program Outcomes									Program Specific Outcomes			
Course Outcomes	P01	P02	P03	P04	P05	P06	P07	P08	P09	PSO1	PSO2	PSO3	PSO4
CO1	3	3	3	3	2	3	3	3	1	2	3	2	2
CO2	3	2	3	1	2	3	3	3	1	3	2	2	3
CO3	3	1	3	2	3	3	3	3	1	3	2	3	3
CO4	3	2	1	3	3	2	2	3	3	2	2	3	1
CO5	2	3	3	3	3	1	1	2	3	3	2	3	3

1 – Weakly mapped 2 – Moderately mapped 3 – Strongly mapped

Subject Code	Subject Title	Credit	Lecture	Tutorial	Practical	Type
	RETAIL SUPPLY CHAIN MANAGEMENT	4	6	-	0	Theory

Objective:

The paper aims to teach the forms of logistics information, Information functionality, Information forecasting, and application of information technology in logistics

Course Outcome:

CO1	:	Explain Retail Supply chain
CO2	:	Describe quality function deployment in retail supply chain management
CO3	:	Elucidate Retail supply chain business environment
CO4	:	Describe Retail supply chain process improvement process
CO5	:	Illustrate finance activity involved in retail supply chain

Unit – I

Retail Supply chain: Definition – retail as a business – importance of customer segments – value chain – types or retail chain business – comparative advantages – CSR and retail industry.

Unit – II

Retail supply chain environment: drivers of retail supply chain change – globalization – nature of demand – quality function deployment – retail supply chain risk – retail supply chain metrics.

Unit – III

Retail strategy and supply chains: Product life cycle – innovative and functional products – retail market segments – supply chain management excellence – skill requirements

Unit – IV

Retail supply chain process improvement: improvement approaches: PDCA, DMAIC, CPFR – supply chain collaboration – core competency – demand driven supply chain: tools and techniques – product tracking: Bar coding, RFID.

Unit – V

Finance and retail supply chain: Supply chain costs – root causes for cost – retail returns – opportunities in retail returns

TEXT BOOKS:

1. Swapanapradhan – Retailing Management
2. J. Lamba – The Art of Retailing

3. Barry Berman, Joel R Evans – Retail Management; A Strategic Approach
4. James B Ayers, Mary Ann Odegaard – retail Supply Chain Management, Auerbach Publications
5. Dravid Gilbert – Retail Marketing.

	Program Outcomes									Program Specific Outcomes			
Course Outcomes	P01	PO2	P03	P04	P05	P06	P07	P08	P09	PSO1	PSO2	PSO3	PSO4
CO1	3	3	3	3	2	3	3	3	1	2	3	2	2
CO2	3	2	3	1	2	3	3	3	1	3	2	2	3
CO3	3	1	3	2	3	3	3	3	1	3	2	3	3
CO4	3	2	1	3	3	2	2	3	3	2	2	3	1
CO5	2	3	3	3	3	1	1	2	3	3	2	3	3

1 – Weakly mapped 2 – Moderately mapped 3 – Strongly mapped

Subject Code	Subject Title	Credit	Lecture	Tutorial	Practical	Type
	LOGISTICAL OPERATION INTERGRATION	4	6	-	0	Theory

Objective:

The paper aims to teach the forms of logistics information, Information functionality, Information forecasting, and application of information technology in logistics

Course Outcome:

CO1	:	Explain Network Design involved in work of logistics
CO2	:	Describe Planning and Coordination flows of logistics operation integration
CO3	:	Illustrate the movement consolidation, Quality and Life cycle support.
CO4	:	Explain Information technology barriers involved in logistics operation
CO5	:	Explain Logistical performance cycle

Unit - I

The work of logistics – Network Design - Information – Transportation – Inventory – Warehousing – Material Handling – Packing – Operational Objectives of Logistics

Unit - II

Integrated logistics – Inventory flow – Physical distribution – Manufacturing support – Procurement – Information flow – Planning and Coordination flows – Operational flows – Operational requirements

Unit - III

Operational objectives – Rapid response – Minimum variance – Minimum inventory – Movement consolidation – Quality – Life cycle support.

Unit – IV

Barriers of Internal Integration – Organization structure – Measurement systems – Inventory ownership – Information technology – Knowledge transfer capacity.

Unit - V

Logistical performance cycle – Physical distribution performance cycle – Manufacturing support performance cycles – Procurement performance cycle – Managing operational uncertainty.

TEXT BOOKS:

- 1) Donald J. Bowersox, David J. Closs, M. Bixby Cooper, supply chain logistics management, published by McGraw-Hill publications
- 2) Chopra, Supply Chain Management, published by Pearson Education India.

3) Cecil C. Bozarth, Robert B.Handfield, Introduction to Operations and Supply Chain Management, published by Pearson Education India

4) D K Agrawal Textbook of logistics and supply chain management, Publied by Macmillam Publications

	Program Outcomes									Program Specific Outcomes			
Course Outcomes	P01	PO2	P03	P04	P05	P06	P07	P08	P09	PSO1	PSO2	PSO3	PSO4
CO1	3	3	3	3	2	3	3	3	1	2	3	2	2
CO2	3	2	3	1	2	3	3	3	1	3	2	2	3
CO3	3	1	3	2	3	3	3	3	1	3	2	3	3
CO4	3	2	1	3	3	2	2	3	3	2	2	3	1
CO5	2	3	3	3	3	1	1	2	3	3	2	3	3

1 – Weakly mapped 2 – Moderately mapped 3 – Strongly mapped

Subject Code	Subject Title	Lecture	Tutorial	Practical	Credit	Type
	Elective 1 - ENTERPRISE RESOURCE PLANNING	4	5	0	4	Theory
Introduction: On successful completion of this course, the students should have understand the basics and usage of ERP and to enable the students to acquire knowledge of enterprise resource planning						
Course Objective						
CO1	:	To understand about the ERP and its evolutions and An overview of Integrated Management Information				
CO2	:	To understand the students about the ERP related technologies of BPR, MIS, EIS, DSS and SCM				
CO3	:	To understand the implementation of ERP in the industry and its implications				
CO4	:	To understand the various modules of ERP				
CO5	:	To understand the future developments in ERP				
UNIT I [12 Hours]						
Introduction to ERP - Evolution of ERP - Scenario and Justification of ERP in India- Evaluation of ERP - Advantage of ERP – Reasons for the growth of ERP -An overview of Enterprise Integrated Management Information - Business Modeling - Business Process Mapping for ERP Module Design						
UNIT II [12 Hours]						
ERP and Related Technologies - Business Process Re-engineering (BPR) - Management Information System (MIS) - Executive Information System (EIS)-Decision support System (DSS)- Supply Chain Management (SCM)						
UNIT III [12 Hours]						
ERP implementation - ERP implementation lifecycle - Issues in implementing - ERP Modules - Methodologies - Project Teams –Process Definitions – Vendors and Consultants – Data Migration - Project management– Post Implementation Activities.						
UNIT IV [12 Hours]						
Enterprise Application Integration – ERP and E-Business – ERP Market – Marketplace - Dynamics SAP AG - ERP Packages – Business Module in an ERP Package – Finance – Manufacturing – Human Resource – Plant Maintenance – Materials Management – Quality Management – Sales and Distribution						
UNIT V [12 Hours]						
Future Directions In ERP - New Markets - New Channels - Faster Implementation Methodologies Business Modules and Business Application Programming Interfaces (BAPIs) Bapis - Application Platform - New Business Segments - More Features - Web Enabling.						
Text Book: 1. Alexis Leon, —ERP DEMYSTIFIEDI, Tata McGraw Hill, Second Edition						

Reference Books:

1. Mary Sumner, —Enterprise Resource Planning, Pearson Education,
2. Pankaj Sharma, Enterprise Resource Planning ,PHI

Note: :

Mapping of Course Outcomes with Program Outcomes:

	Program Outcomes									Program Specific Outcomes				
Course Outcomes	P01	PO2	P03	P04	P05	P06	P07	P08	P09	PSO1	PSO2	PSO3	PSO4	
CO1	3	3	3	3	2	1	3		3	3		3	3	
CO2	3	3	3	3	2	1	3		3	3	2	3	3	
CO3	3	3	3	3	2	1	3	2	3	3	3	3	3	
CO4	3	3	3	3	2	3	2	2	3	3	3	3	3	
CO5	3	2	3	3	2	3	3		3	3	2	3	3	

Subject Code	Subject Title	Lecture	Tutorial	Practical	Credit	Type
	Elective - 2 Fundamentals of Artificial Intelligence	4		0		Theory
Introduction: This course presents the problem solving and AI, search methods and expert systems. Enable the student to be familiar with theorems and algorithms.						
Course Objective						
CO1	:	To discover global market opportunities and their influence on strategic marketing decisions				
CO2	:	Exhibit critical thinking skills in understanding managerial issues and problems related to the global economy and international business.				
CO3	:	Disseminate a sense of social responsibility that managers must address, including business ethics, cultural diversity, and environmental concerns.				
CO4	:	Demonstrate entrepreneurial traits to start and manage their own innovative business successfully.				
CO5	:	To discover global market opportunities and their influence on strategic marketing decisions.				
UNIT I [12 Hours]						
Problem solving and AI – Puzzles and Games – Problem States and operators – Heuristic programming – state space representations						
UNIT II [12 Hours]						
State space search methods – breadth first and depth first search – heuristic – admissibility – optimality of algorithms						
UNIT III [12 Hours]						
Problem reduction search methods – cost of solution trees – ordered search – alpha beta and minimum procedure.						
UNIT IV [12 Hours]						
Predicate calculus in problem solving – answer extraction process – resolution – Automatic program writing – predicate calculus – proof finding method.						
UNIT V [12 Hours]						
Expert systems: Expert systems and conventional programs – expert system organization – Knowledge engineering knowledge representation techniques – knowledge acquisition – acquiring knowledge from experts.						
Text Book: 1. E Charnail, CK Reiesbeck and D V Medermett, “Artificial Intelligence Programming”, Lawrence Erlbaum Associates, N J, 198						
Reference Books: 1 N J Nilson, “Principles of Artificial Intelligence” , Tiega Press, Polo Alto, . 2. Elain Rich and Kevin Knight, “Artificial Intelligence”, McGraw Hill,						

Note: :														
Mapping of Course Outcomes with Program Outcomes:														
	Program Outcomes									Program Specific Outcomes				
Course Outcomes	P01	P02	P03	P04	P05	P06	P07	P08	P09	PSO1	PSO2	PSO3	PSO4	PSO5
CO1	3	1	1	1	1	3	1	1	1	3	1	3	3	2
CO2	3	3	3	3	3	1	3	3	3	3	3	3	3	2
CO3	3	2	1	2	2	1	2	1	2	3	2	3	3	3
CO4	3	2	1	3	2	2	2	1	3	3	2	3	3	2
CO5	3	3	3	2	3	1	3	3	2	3	3	3	3	2

Subject Code	Subject Title	Lecture	Tutorial	Practical	Credit	Type
	Elective III Information Security and Cyber			0		Theory
Introduction: To give students knowledge about information Vulnerability in the modern cyber environment and need of cyber Security preparations are essential.						
Course Objective						
CO1	:	The objective of this course is to provide students with a basic understanding of Information and Cyber Security issues and make them aware of the Challenges.				
CO2	:	To provide components of the Information and Cyber Security Organization				
CO3	:	To achieve a basic understanding of information and Cyber Security				
CO4	:	To master information security governance, and related legal and regulatory Issues				
CO5	:	To be familiarity with information security awareness and a clear understanding of its importance				
UNIT I [12 Hours]						
Information Security Overview The Importance of Information Protection-The Evolution of Information Security -Justifying Security Investment - Security Methodology -How to Build a Security Program -The Impossible Job-The Weakest Link-Strategy and Tactics - Business Processes vs. Technical Controls						
UNIT II [12 Hours]						
Risk Analysis Threat Definition -Types of Attacks - Malicious Mobile Code -Advanced Persistent Threats (APTs) -Manual Attacks - Risk Analysis						
UNIT III [12 Hours]						
Cyber Security Fundamentals - Network and Security Concepts - Information Assurance Fundamentals - Authentication – Authorization – Nonrepudiation – Confidentiality – Integrity – Availability - Basic Cryptography - Symmetric Encryption - Example of Simple Symmetric Encryption with Exclusive OR(XOR) - Improving upon Stream Ciphers with Block Ciphers - Public Key Encryption -The Domain Name System (DNS) - Security and the DNS - Firewalls -History Lesson - What’s in a Name? – Packet - Filtering Firewalls - Stateful Firewalls- Application Gateway Firewalls.						
UNIT IV [12 Hours]						
Virtualization- In the Beginning, There Was Blue - The Virtualization Menu - Full Virtualization-Getting a Helping Hand from the Processor - If All Else Fails, Break It to Fix It - Use What You Have-Doing It the Hard Way-Biting the Hand That Feeds-Radio-Frequency Identification -Identify What?-Security and Privacy Concerns						
UNIT V [12 Hours]						
Microsoft Windows Security Principles-Windows Tokens-Introduction-Concepts behind Windows Tokens-Access Control Lists-Conclusions-Window Messaging - Malicious Uses of Window Messages -Solving Problems with Window Messages-Windows Program Execution- Validation of Parameters - Load Image, Make Decisions-Creating the Process Object-Context Initialization - Windows Subsystem Post Initialization - Initial Thread-Down to the Final Steps-						

Exploiting Windows Execution for Fun and Profit - The Windows Firewall														
Text Book: 1. "Information Security - The Complete Reference", by Mark Rhodes-Ousley, 2nd Edition. 2. "Cyber Security Essentials", by James Graham, Richard Howard & Ryan Olson, Published by CRC Press.														
Reference Books: 1. John R. Vacca, "Computer and Information Security Handbook", Elsevier, Third Edition 2. Salvatore J. Stolfo, Steven M. Bellovin, Shlomo Hershkop, Angelos Keromytis, Sara Sinclair, Sean W. Smith, "Insider Attack and Cyber Security beyond the Hacker", Springer Science,														
Note: :														
Mapping of Course Outcomes with Program Outcomes:														
	Program Outcomes									Program Specific Outcomes				
Course Outcomes	P01	P02	P03	P04	P05	P06	P07	P08	P09	PSO1	PSO2	PSO3	PSO4	PSO5
CO1	3	3	3	3	3		2	3	3	3		3	3	1
CO2	3	3	3	3	3	2	3	3	3	3	2	3	3	2
CO3	3	3	3	3	2		3	3	3	3	2	3	3	2
CO4	3	3	3	2	3	2	3	3	3	2	2	3	3	2
CO5	3	3	2	3	3	2	3	2	3	2	2	3	3	2

Subject Code	Subject Title	Lecture	Tutorial	Practical	Credit	Type
	Elective – 4 Digital Marketing	4	0	0	4	Theory
Introduction: Digital marketing course syllabus can be broadly bifurcated under two heads, Executive Skills which includes all the topics required to begin your journey towards digital marketing, and Managerial Skills which states and prescribes on how to use your talent in the best way possible.						
Course Objective						
CO1	:	To understand about the Digital Marketing				
CO2	:	To understand Planning and Creating a Website and Search Engine Optimization (SEO)				
CO3	:	To understand Search Engine Marketing (SEM) and Social Media Marketing				
CO4	:	To understand Content Strategy, Web Analytics and Email Marketing				
CO5	:	To understand E-Commerce Management				
UNIT I [12 Hours]						
Introduction to Digital Marketing Digital Marketing Meaning and Definition - Difference between traditional marketing and digital marketing Importance of digital marketing - Trends and scenario of the industry - Analyse Digital marketing be the ultimate tool for success for businesses – Support of Digital Marketing to increase sales – Competitive analyses of Digital marketing -						
UNIT II [12 Hours]						
Planning and Creating a Website and Search Engine Optimization (SEO) Planning and Creating a Website : Brand awareness, credibility, and delivery among consumers – Word Press Practical demonstration on how to create a website - Adding content, installing and activating plug ins - How to incorporate design and other elements into the website Search Engine Optimization (SEO): What is SEO? - On-Page Optimization - Off-Page Optimization - Keywords History & Growth of SEO - Google Adwords						
UNIT III [12 Hours]						
Search Engine Marketing (SEM) and Social Media Marketing Search Engine Marketing (SEM) Introduction to SEM - Campaign Creation - Google Adwords - Ad Creation Approval & Extensions - Site Targeting - Keyword Targeting - CPC, CPA & CPM Based Accounts Demographic Targeting/ Bidding. Concept of Pay per click Social Media Marketing : Definition of Social Media Marketing & Social Media - Blogging - Social Networking Video Creation & Sharing - Use of Different Social Media Platforms - Content Creation						
UNIT IV [12 Hours]						
Content Strategy, Web Analytics and Email Marketing Content Strategy: Blogging - Article Marketing - CTC via Content - Promotions - Guest Blogging - Content						

Marketing Tools														
Web Analytics: Introduction to Web Analytics - Introduction to Audience Reports, Traffic & Content Report Campaign Tagging & Reporting - Linking - Using Google Adwords Data - Real-Time Data														
Email Marketing : Importance of Email Marketing - Email Marketing Platforms - Creating & Tracking e-Mailers Open Rates & CTR of e-Mailers - Create Forms - Create Opt-in Lists														
UNIT V												[12 Hours]		
E-Commerce Management														
Management of E-Commerce Store - Ensuring Positive Customer Experience - E-Commerce Marketing - Inventory Management - Product Keyword Research - Supply Chain Management - Uploading Products to Website - Selling Packaging & Shipping														
Text Book: 1. Ryan Deiss & Russ Henneberry, Digital Marketing for Dummies 2. Jay Baer , Youtility														
Reference Books: 3. Joe Pulizzi - Epic Content Marketing 4. David Meerman Scott New Rules of Marketing and PR 5. Derek Thompson Hit Makers: The Science of Popularity in an Age of Digital Distraction 6. Seth Godin Permission Marketing 7. Jan Zimmerman, Deborah Ng Social Media Marketing All-in-one Dummies 8. Eric Enge, Stephan Spencer, Jessie Stricchiol The Art of SEO														
Note: :														
Mapping of Course Outcomes with Program Outcomes:														
	Program Outcomes									Program Specific Outcomes				
Course Outcomes	P01	P02	P03	P04	P05	P06	P07	P08	P09	PSO1	PSO2	PSO3	PSO4	PSO5
CO1	3	3	3	1	2	3	3	3	1	2	3	3	3	
CO2	3	3	3	2	2	3	2	3	2	3	3	3	3	1
CO3	3	3	3	2	1	3	3	3	2	3	3	3	2	1
CO4	2	3	3	2	2	3	3	2	1	3	3	3	2	1
CO5	3	3	3	2	2	3	3	3		2	3	3	2	

Subject Code	Subject Title	Lecture	Tutorial	Practical	Credit	Type
	Core - Supply Chain Management	4	0	4		Theory
Introduction: To enable the students to acquire knowledge of production processes and Materials Management. On successful completion of this course, the students should have understand the principles, functions and process of Production Management and effective Management of Materials						
Course Objective						
CO1	:	Acquired knowledge on production process and design for plant location and understanding the over view of Supply Chain Management and Logistics				
CO2	:	Gained knowledge of using the Material Handling equipments, Plant Maintenance and Work study				
CO3	:	To understand the in depth knowledge of functions of materials Management				
CO4	:	Students learnt the techniques of production and inventory control techniques				
CO5	:	Acquired knowledge on the Quality Management				
UNIT I [12 Hours] Production Management - Functions - Scope - Plant location - Factors - Site location – Plant layout - Principles - Process - Product layout. Production plans and controls - Principles - Meaning - Routing - Scheduling - Dispatching – Control - . Over view of Supply Chain Management and Logistics.						
UNIT II [12 Hours] Materials Handling - Importance - Principles - Criteria for selection of material Handling equipments. Maintenance - Types - Breakdown - Preventive - Routine - Methods study – Time study - Motion study.						
UNIT III [12 Hours] Organization of Materials Management - Fundamental Principles – Structure. Purchasing procedure - principles - import substitution and import purchase procedure. Vendor rating - Vendor development.						
UNIT IV [12 Hours] Function of Inventory - Importance - Tools - ABC, VED, FSN Analysis - EOQ - Reorder point- Safety Stock - Lead time Analysis. Store keeping - Objectives - Functions - Store keeper – Duties – Responsibilities, Location of store - Stores Ledger - Bin card.						
UNIT V [12 Hours] Quality Management – Fundamentals – Planning for Quantity – Quality Process – Statistical Process Control (SPC) – Quality Assurance – Total Quality management. Bench Marking: Meaning						

- objectives – advantages. ISO: Features - Advantages - Procedure for obtaining ISO.														
Text Book: K. ASWATHAPPA and K. Shridhara Bhat , Production And Operations Management, Himalaya Publishing House Pvt. Ltd. 2015														
Reference Books: S N Chary, Production and Operations Management, 6 th edition, McGraw-Hill, , 2019 B. Mahadevan, Operations Management, Pearson, 3 rd edition, Education India, , 2015 R. Panneerselvam, Production and Operations Management, 3 rd edition, Prentice Hall, 2003 E.S. Buffa; Modern Production Management, John Wiley Edition. 2002. D.D. Sharma; Total Quality Management, Sultan Chand & Sons, Edition. 2002														
Note: :														
Mapping of Course Outcomes with Program Outcomes:														
	Program Outcomes									Program Specific Outcomes				
Course Outcomes	P01	PO2	P03	P04	P05	P06	P07	P08	P09	PSO1	PSO2	PSO3	PSO4	PSO5
CO1	3	3	3	3	3	2	3		3		1	2	3	2
CO2	3	1	3	2	3	1	3	2	3		2	2	3	2
CO3	3	3	3	3	3	2	3	2	2	1	2	2	3	2
CO4	3	3	3	3	1		3		2	3	3	2	3	2
CO5	3	3	3	2	2		3	3	3	3	3	2	3	2