

ST. ALBERT'S COLLEGE(AUTONOMOUS)
ERNAKULAM

Affiliated to Mahatma Gandhi University, Kottayam, Kerala

SYLLABUS FOR UNDERGRADUATE PROGRAMME

BACHELOR OF VOCATION IN LOGISTICS MANAGEMENT

UNDER CREDIT SEMESTER SYSTEM
(WITH EFFECT FROM 2023 ADMISSION)

SYLLABUS OF B. VOC. LOGISTICS MANAGEMENT

Proposed by the Board of Studies on 22nd February 2023

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Chairman, Board of Studies

Approved by the Academic Council on 14th March 2023

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Adopted by the Governing Council on 22nd April 2023

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Preface

As envisaged in the recent regulations of Autonomous colleges in India by University Grants Commission, autonomous colleges enjoy the academic freedom to enrich the curriculum by incorporating recent trends and needs. Curriculum and syllabus of each academic program has to be revised periodically to impart major objectives like global competency, skill component, values and regional relevance. Academicians and scholars in the respective area of knowledge have to express a missionary zeal for this great purpose.

In 2016, when St. Albert's College was granted autonomy, we adopted the curriculum and syllabus followed by the Mahatma Gandhi University, Kottayam for the year 2016.. In 2017, when the Mahatma Gandhi University made a comprehensive revision of their curriculum and syllabus, it was adopted by the college as it was a better curriculum that met the needs and current demands of the culture, the society, and the expectations of the population being served. However the Syllabus revision committee of the department studied the present curriculum in detail and proposed some reasonable changes for further enrichment which may be implemented from 2023 admission onwards.

The present B.Voc Degree programme in Logistics Management is Based on skill development and Semester System with six semesters, offering 2 weeks training in each of the odd semester (1,3,5) and 4 weeks internship in sem 2 and 4,4 weeks project in the final semester (sem 6). In addition to that the degree program is offering a diploma and advance diploma certificate upon completing 1st and 2nd year respectively. The present curriculum offers wide exposure to various conventional, advanced and applied fields in Logistics Management which will facilitate them for a graduate finale course or for pursuing higher studies in Logistics. It is intended that students will acquire due knowledge and skill which will enable them to get employed in technological research Institutes, and in related Industries/departments. Attempts were also made to integrate the essential components to generate interest for self-employment or startups among the pupils. All possible attempts have been made to update the syllabus by incorporating current and most recent developments in various branches of Logistics Management.

Graduate Attributes

On completion of Undergraduate Programme from St. Albert's College (Autonomous), students should be able to demonstrate the programme outcomes listed below:

GA 1: Discipline knowledge

Demonstrate comprehensive knowledge and understanding of one or more disciplines that form a part of an undergraduate programme of study.

GA 2: Critical Thinking

Apply analytic thought to a body of knowledge; analyse and evaluate evidence, arguments, claims, beliefs on the basis of empirical evidence; identify relevant assumptions or implications; formulate coherent arguments; critically evaluate practices, policies and theories by following scientific approach to knowledge development.

GA 3: Effective Communication

Capacity to connect with people, ideas, books, media, and technology to make sense of the world. This includes the ability to communicate, read, write, and listen clearly in person and through electronic media in English and in one Indian language.

GA 4: Social Responsibility

Exhibit qualities of an ideal citizen through civic and social responsibilities along with the knowledge of one's environment and the issues faced, and strive towards sustainable development.

GA 5: Digital Competency

Analyze and choose from available data and information sources to communicate, collaborate and network through a range of digital media.

Programme Outcomes

Upon completion of B.Voc Logistics Management programme, the students would be able to demonstrate the programme outcomes listed below:

PO1:Discipline Knowledge:

Graduates will be able to acquire in-depth knowledge of logistics and its related fields through an intentional, ongoing learning process and to stay up-to-date on cutting-edge research in the field's frontiers.

PO 2:Critical Thinking and Problem-Solving Skills:

Graduates will demonstrate an ability to engage in critical thinking by analyzing situations and constructing and selecting viable solutions to solve problems.

PO 3:Leadership and Effective Communication

Graduates will demonstrate leadership and communication skills to build and manage strategic partnerships with a variety of stakeholders and support the accomplishment of company objectives.

PO 4: Personality development.:

Graduates will demonstrate the ability to create and use continuous strategies for professional, career, and personal development.

PO 5: Digital Competency

Graduates will be able to monitor relevant trends, emerging technologies, and use available technologies to enhance work performance and support supply chain functions, processes, transactions and communications.

PO 6:Social Responsibility & Environmental Consciousness

Graduates will demonstrate knowledge of the legal and ethical environment impacting business organizations, to gain knowledge regarding the global environment and strive towards sustainable development.

Regulations

1. TITLE

These regulations shall be called “ST. ALBERT’S COLLEGE (AUTONOMOUS), ERNAKULAM - REGULATIONS FOR B.Voc. PROGRAMMES UNDER CREDIT SEMESTER SYSTEM 2023”. (SACA B.VOC CSS 2023)

2. SCOPE

This applies to all regular B. Voc. Programme conducted by the College with effect from 2023 admissions. The medium of instruction is English except in the case of language courses other than English unless otherwise stated therein.

3. DEFINITIONS

‘Academic Week’ is a unit of five working days in which the distribution of work is organized from day one to day five, with five contact hours of one-hour duration on each day / is a unit of six working days in which the distribution of work is organized from day one to day five with 4 hours and day six with 5 contact hours of one-hour duration on each day as decided by the Governing body of the College.

- 3.1 NSQF means National Skills Qualifications Framework
- 3.2 ‘General components’ means a course that provides a general awareness about the discipline.
- 3.3 ‘Skill components’ means a course in the subject of specialization within a vocational degree programme.
- 3.4 ‘Course’ means a portion of a subject to be taught and evaluated in a semester (similar to a paper under the annual scheme).
- 3.5 ‘OJT’ means On-the-job training for a period of 2 weeks.
- 3.6 ‘Internship’ means a professional learning experience of 2-4 weeks that offers meaningful, practical work related to a student’s field of study.
- 3.7 ‘Credit’ is the numerical value assigned to a paper according to the relative importance of the syllabus of the programme.
- 3.8 ‘Department’ means any teaching department in a college.
- 3.9 ‘Examination Coordinator’ is a teacher nominated by a Department

Council to coordinate the continuous evaluation undertaken in that department.

- 3.10 'Department Council' means the body of all teachers of a department in a college.
- 3.11 'Class Tutor' means a teacher from the department nominated by the Department Council, who will advise the student on academic matters.
- 3.12 Grace Marks shall be awarded to candidates as per the Orders issued from the college from time to time at par with the affiliating University.
- 3.13 'Grade' means a letter symbol (A, B, C, etc.), which indicates the broad level of performance of a student in a Paper/Course/Semester/Programme.
- 3.14 'Credit Point' (CP) is the numerical indicator of the percentage of marks awarded to a student in a course.
- 3.15 'Institutional Average (IA)' means average mark secured (Internal + external) for a course at the college level.
- 3.16 'Parent Department' means the department which offers the skill course/courses within an undergraduate programme.
- 3.17 'Programme' means a three-year programme of study and examinations spread over six semesters, the successful completion of which would lead to the award of a degree.
- 3.18 'Semester' means a term consisting of 90 working days, inclusive of tutorials, examination days, and other academic activities within a period of five months.
- 3.19 'Vocational Course' (Skill Enhancement Course) means a course that enables the students to enhance their practical skills and ability to pursue a vocation in their subject of specialization.
- 3.20 Words and expressions used and not defined in this regulation shall have the same meaning assigned to them in the Acts and Regulations of UGC, Department of Higher Education, the affiliating University and regulations of the College.

4. ELIGIBILITY FOR ADMISSION AND RESERVATION OF SEATS

- 4.1 Candidates shall be required to have passed Plus two or equivalent Examination Recognized by M.G University .
- 4.2 Eligibility for admissions and reservation of seats for various Undergraduate Programmes shall be according to the rules framed by the Governing Body of the College in this regard, from time to time at par with the UGC norms and regulations of the Government of Kerala and will be published in the prospectus.

5. FACULTY UNDER WHICH DEGREE IS AWARDED

Faculty of Management Sciences

6. CURRICULUM

The curriculum in each of the years of the programme would be a suitable mix of general education and skill development components.

7. DURATION

- 7.1 The duration of the U.G. programme shall be 6 semesters.
- 7.2 There shall be two semesters in an academic year, the “ODD” semester commences in June, and on completion, the “EVEN” Semester commences.
- 7.3 There shall be two month vacation during April/May and internships may be conducted during this months as decided by the departments.
- 7.4 The certification levels will lead to Diploma/ Advanced Diploma/B.Voc Degree and will be offered under the aegis of the College in association with the respective sector skill council of the programme in accordance with the NSQF as outlined in the Table given below.

Award	Duration
Diploma	2 Semesters
Advanced Diploma	4 Semesters
B.Voc. Degree	6.Semesters

8. ELIGIBILITY FOR HIGHER STUDIES

Those who pass B.Voc. Degree programmes are eligible for admission to higher studies.

9. CREDIT CALCULATION

The following formula is used for the conversion of time into credit hours.

One Credit would mean the equivalent of 15 periods of 60 minutes each, for theory, workshops/labs, and tutorials;

For internship/fieldwork/OJT, the credit weightage for equivalent hours shall be 50% of that for lectures/workshops.

10. REGISTRATION

The strength of students for each programme shall be as per the existing orders issued by the College following the UGC guidelines.

11. SCHEME AND SYLLABUS

- 11.1 The B.Voc Programme should include (a) General components, (b) Skill components.
- 11.2 Credit Transfer and Accumulation system can be adopted in the programme with the concurrence of the Governing Body of the College. Transfer of Credit consists of acknowledging, recognizing and accepting credits by an institution for programmes or courses completed at another institution. The Credit Transfer Scheme shall allow students pursuing a programme in one College/University to continue their education in another College/University without break.
- 11.3 The B.Voc Programme should follow Credit and Semester System of St. Albert's College (Autonomous).
- 11.4 A separate minimum of 30% marks each for internal and external (for both theory and practical) and an aggregate minimum of 40% are required for a pass for a course. For the programmes with practical examinations, the practical examinations will be conducted every semester or at the end of even semesters as applicable.
- 11.5 For a pass in a programme, a separate minimum of **Grade P** is required for all the individual courses. If a candidate secures an **F Grade** for any one of the courses offered in a Semester/Programme only **F Grade** will be awarded for that Semester/Programme until he/she improves this to **P Grade** or above within the permitted

period. The candidate who secures P Grade and above will be eligible for higher studies.

12. PROGRAMME STRUCTURE

The B.Voc. programme shall include the following elements:

- General Education Components
- Skill Components
- Project
- Internships
- OJT
- Soft skills and Personality Development Programmes
- Industrial Visits

	PARTICULARS	B.Voc Programmes
A	Programme Duration	6 Semesters
B	Total Credits required for successful completion of the Programme	180
C	Credits required from Skill Component	108
D	Credits required from General Component	72
G	Minimum attendance required	75%

13. COURSE STRUCTURE

NSQF Level	Credits		Normal Duration	Exit /A
	Skill Component	General Component		
Level 5 /Year 1	36	24	Two Semesters	Diploma
Level 6/Year 2	72	48	Four Semesters	Advanced Diploma
Level 7/Year 3	108	72	Six Semesters	B.Voc. Degree

As per the UGC guidelines, there are multiple exit points for a candidate admitted to this course. If he/she is completing all six semesters successfully, he/she will get a B. Voc. Degree. If he/she is completing the first four semesters successfully, he/she will get an Advanced Diploma. If he/she is completing the first two semesters successfully, he/she will get a Diploma. A B.Voc. Degree holder is expected to acquire the skills needed for a Manager/Entrepreneur/skilled employee.

14. ATTENDANCE

The minimum number of hours of lectures, tutorials, seminars or practicals which a student shall be required to attend for eligibility to appear at the end semester examination shall not be less than 75% of the total number of lectures, tutorials, seminars, or practical sessions and shall have 75% separate attendance during their internship/OJT period also. Internships, OJT and soft skill and personality development programmes are part of the course and students must meet the attendance requirements for these activities to complete a semester.

15. ASSESSMENT AND CERTIFICATION BY SECTOR SKILL COUNCIL (SSC)

The department should make necessary arrangements for the simultaneous assessments and certification of Skill Development Component by aligned Sector Skill Council having the approval of National Skill Development Corporation of India (NSDC).

16. EXAMINATION

The evaluation of each paper shall contain two parts:

Internal or In-Semester Assessment (ISA)

External or End-Semester Assessment (ESA)

The internal to external assessment ratio shall be 1:4.

Both internal and external marks are to be rounded to the next integer.

All papers (theory & practical), grades are given on a 7-point scale based on the total percentage of marks, *(ISA+ESA)* as given below:-

Percentage of Marks	Grade	Grade Point
95 and above	O - Outstanding	10
90 to below 95	A+ - Excellent	9
80 to below 90	A - Very Good	8
70 to below 80	B + - Good	7
60 to below 70	B - Above Average)	6
50 to below 60	C - Average	5
40 to below 50	P - Pass	4
Below 40	F - Fail	0
	Ab (Absent)	0

17. CREDIT POINT AND CREDIT POINT AVERAGE

The Credit Point (CP) of a paper is calculated using the formula:

$CP = C \times GP$, where C is the Credit and GP is the Grade point.

Semester Grade Point Average (SCPA) of a Semester is calculated using the formula:

$SCPA / CPA = TCP/TC$, where TCP is the Total Credit Point of that semester.

Cumulative Credit Point Average (CCPA) is calculated using the formula:

$CCPA = TCP/TC$, where TCP is the Total Credit Point of that programme.

Credit Point Average (CPA) of different categories, of course, is calculated using the formula:

$CPA = TCP/TC$, where TCP is the Total Credit Point of a category of course.

TC is the total credit of that category of course.

Grades for the different courses, semesters and overall programme are given based on the corresponding CPA as shown below:

CPA	Grade	
9.5 and above	O	Outstanding
9 to below 9.5	A+	Excellent
8 to below 9	A	Very Good
7 to below 8	B+	Good
6 to below 7	B	Above Average
5 to below 6	C	Average
4 to below 5	P	Pass
Below 4	F	Failure

18. MARK DISTRIBUTION FOR EXTERNAL AND INTERNAL EVALUATIONS

The external theory examination of all semesters shall be conducted by the college at the end of each semester. Internal evaluation is to be done by continuous assessment. For all courses, the total marks for external examination is 80 and the total marks for internal evaluation is 20.

For the courses having both theory and practical components, the external examination marks would include 60 for theory and 20 for practical. The internal evaluation would remain the same as above.

Mark distribution for external and internal assessments and the components for internal evaluation with their marks are shown below:

18.1 For all theory courses

Marks of external Examination : 80

Marks of internal evaluation : 20

Components of Internal Evaluation of theory	Marks
Attendance	5
Assignment/ Seminar / Viva	5
Test Paper 1	5
Test paper 2	5
Total	20

18.2 For practical examinations,

The total marks for external evaluation : 80

The total mark for internal evaluation : 20

Components for internal evaluation of Practical	Marks
Attendance	5
Internal Viva / Skill Test	5
Rough Record	5
Lab Performance / Punctuality	5
Total	20

*Marks awarded for Record should be related to the number of experiments recorded and duly signed by the teacher concerned in charge.

All four components of internal assessments are mandatory unless for the courses otherwise mentioned in the BoS.

18.3 For courses having both theory and practical components

a) Marks of theory- external examination : 20

b) Marks of practical- external examination : 60

c) Marks of internal evaluation : 20

18.4 For Internship with project

Marks of external evaluation : 80

Marks of internal evaluation : 20

Components of External Evaluation of Project	Marks
Dissertation (External)	50
Viva-Voce (External)	30
Total	80

*Marks for dissertation may include Industrial visit report if proposed in the syllabus.

Components of Internal Evaluation of Project	Marks
Guide visit/ review / Punctuality	5
Work done /Experimentation/Data Collection	5
Output /Skill Acquired	5
Report	5
Total	20

*All four components of internal assessments are mandatory unless for the courses otherwise mentioned in the BoS.

18.5 For Internships

There will only External evaluation for Internships.

Components of External Evaluation of Internship	Marks
Dissertation(External)	50
Viva-Voce(External)	30
Marks awarded by the organization/company/institution/agency (External)	20
Total	100

*Marksfordissertationmayinclude the report of field visit done as part of internship ifproposedinthesyllabus.

18.6 OJT

There will be only internal evaluation for OJT. Components of Internal valuation- OJT

ComponentsofInternalEvaluationof OJT	Marks
Punctuality	10
Subject Knowledge/Viva	20
Report	50
Marks awarded by the organization/company/institution/agency (External)	20
Total	100

19. Attendance Evaluation for all papers

% of attendance	Marks
90 and above	5
85 -89	4
80 -84	3
76-79	2
75	1

(Decimals are to be rounded to the next higher whole number)

20. ASSIGNMENTS

Assignments are to be done from 1st to VIth Semesters. At least two assignments should be done in each semester for all courses.

21. SEMINAR

A student shall present a seminar every semester for each course.

22.INTERNAL ASSESSMENT / TEST PAPERS

- 22.1 At least two internal test papers are to be attended in each semester for each course. The evaluations of all components are to be published and are to be acknowledged by the candidates. All documents of internal assessments are to be kept in the department for five years and shall be made available for verification by the College. All documents of internal assessments are to be kept in the college for three years and shall be made available for verification by the College. The responsibility of evaluating the internal assessment is vested on the teacher(s), who teaches the course.
- 22.2 In case of any grievances regarding internal assessment, students can follow the procedures mentioned below under Grievance Redressal Mechanism - clause number 23 in regulation.
- 22.3 The CoE shall make arrangements for giving awareness of the internal evaluation components to students immediately after the commencement of the 1st semester.
- 22.4 The internal evaluation marks/grades in the prescribed format should reach the office of the Controller of Examinations, St. Albert's College before the commencement of study leave in each semester.

23.GRIEVANCE REDRESSAL MECHANISM WITH RESPECT TO INTERNAL EVALUATION

The internal assessment shall not be used as a tool for personal or other types of vengeance. A student has all rights to know how the teacher arrived at the marks. There is a provision for grievance redressal regarding internal evaluation which operates at four levels. Complaints regarding the internal evaluation shall be brought to the notice of the teacher concerned in the first instance. If the student is not satisfied with the decision of the teacher concerned, he/she may appeal to the Departmental Grievance Redressal Committee which shall have the Head of the department, the class Tutor, and the teacher against whom the complaint is made, as members. The student will also have the freedom to make further appeals to the College Level Grievance Redressal Committee which shall have the Principal, the COE, and the concerned Head of the department, as members. If the student is not satisfied, he may appeal to the Governing Body.

Level 1: Class level: The cell is chaired by the class tutor and the course teacher or a teacher nominated by the Head of the Department.

Level 2: Department level: The department cell chaired by the Head of the Department, Examination Coordinator and teacher-in-charge as members.

Level 3: College level: A committee with the Principal as Chairman, Examination Coordinator, HOD of concerned Department and a senior teacher nominated by the college council as members.

21. EXTERNAL EXAMINATION (END SEMESTER EXAMINATION)

- a) The external examination of all semesters shall be conducted by the College at the end of each semester.
- b) Students having a minimum of 75% average attendance for all the courseFFFs only can register for the examination. Condonation of shortage of attendance to a maximum of 10 days in a semester subject to a maximum of 2 times during the whole period of the programme may be granted by the college on valid grounds. This condonation shall not be counted for internal assessment. The benefit of attendance may be granted to students attending University/College union/Co-curricular activities by treating them as present for the days of absence, upon producing participation/attendance certificates, within one week, from competent authorities through the class tutor, HoD and Dean of Student Affairs and endorsed by the Principal. This is limited to a maximum of 10 days per semester and this benefit shall be considered for internal assessment also. Those students who are not eligible even with the condonation of shortage of attendance will not be readmitted.
- c) The Women students can avail maternity leave as per the M.G.U order No. 490/AC A 1/2023/MGU dated 16/01/2023
- d) There shall be special supplementary exams only for the fifth semester. For reappearance/ improvement for other semesters, the students can appear along with the next batch.
- e) There shall be no provision for supplementary examination for the internal assessment.

- f) A pass in the internal assessment is mandatory for registering for the End semester examination.
- g) A student who registers his/her name for the external exam for a semester will be eligible for promotion to the next semester provided he/she meet the academic requirements.
- h) All courses shall have a unique alphanumeric code.
- i) There is no provision for betterment of internal evaluation marks as well as marks for Practical/OJT/Internship/Project/Viva

22. PATTERN OF EVALUATION FOR EXTERNAL EXAMINATION - PRACTICAL / INTERNSHIP WITH PROJECT

The components of End Semester Examination of Practical/Internship with Project have to be set by the Chairman of the Boards of Studies concerned.

All students are required to complete On-job training (OJT), Internship and a project, as directed in the respective syllabus. The project can be done individually or as a group, as decided by the Department. The OJT has to be done during the period as prescribed in the particular semester of the programme. The project, if it is a requisite of the syllabi, has to be done in the final year of the programme. The reports of OJT (in duplicate) have to be submitted to the department during the particular semester prescribed in the programme and the report of the project (in duplicate) is to be submitted to the department in the sixth semester. The project report should be produced before the examiners appointed by the College.

For reappearance/ improvement, the students can appear along with the next batch. A student who registers his/her name for the external exam for a semester will be eligible for promotion to the next semester.

23. PATTERN OF QUESTIONS

Questions shall be set to assess knowledge acquired, standard and application of knowledge, application of knowledge in new situations, critical evaluation of knowledge, and the ability to synthesize knowledge. The question setter shall ensure that questions covering all skills are set. She/he shall also upload a detailed scheme of answer type, short essay type/problem-solving type, and long essay type questions to be generated from the question bank. A question paper shall be a judicious mix of short answer type, short essay type /problem-solving type, and long essay type questions and to be generated from the question bank.

- a) Pattern of questions for external examination for theory paper without practical.

Pattern	Total no. of questions	Number of questions to be answered	Marks of each question	Total marks
Very short answer	12	10	2	20
Short essay/problem (not to exceed 60 words)	9	6	5	30
Long essay/problem	4	2	15	30
Total	25	18		80

b) Pattern of questions for external examination for practical examinations / AOC / Lab examination

Pattern	Total no. of questions	Number of questions to be answered	Marks of each question	Total marks
Theory Assessment-Short Answer Type	8	5	4	20
Skill Assessment-Practical	1	1	60	60
Total	9	6		80

C.1 Mark division for Lab examination
(Skill Assessment- Practical)

Record	Theory/Procedure /Design	Activity/ Design/Performance	Result	Viva	Total
10	10	20	10	10	60

24. MARK CUM GRADE CARD

The College under its seal shall issue to the students a MARK CUM GRADE CARD on completion of each programme, which shall contain the following information:

- a) Name of the College
- b) Title & Model of the B.Voc Programme
- c) Name of the Semester
- d) Name and Register Number of the student
- e) Date of publication of result
- f) Code, Title, Credits, and Maximum Marks (Internal, External & Total) of each course opted in the semester.
- g) Internal, External and Total Marks awarded, Grade, Grade point, and Credit point in each course opted in the semester.
- h) The total credits and total credit points in the semester.
- i) Semester Credit Point Average (SCPA) and corresponding Grade.
- j) Cumulative Credit Point Average (CCPA), CPA corresponding to General and skill Courses.
- k) The final Mark cum Grade Card issued at the end of the final semester shall contain the details of all courses taken during the final semester examination and shall include the final Grade(SCPA) scored by the candidate from 1st to 5th semesters, and the overall Grade for the total programme.

25. RANK/POSITION CERTIFICATE

The college publishes a position list of the top 5 candidates for each programme after the publication of 6th-semester results. Position certificate shall be issued to candidates who secure positions from 1st to 3rd in the rank list. Candidates shall be ranked in the order of merit based on the CCPA scored by them. Grace marks awarded to the students should not be counted in fixing the rank/position. Rank certificate and position certificate shall be signed by the Controller of Examinations.

26. There shall be 3 level monitoring committees for the successful conduct of the programme. They are -

26.1 Department Level Monitoring Committee (DLMC), comprising the HOD and two senior-most teachers as members.

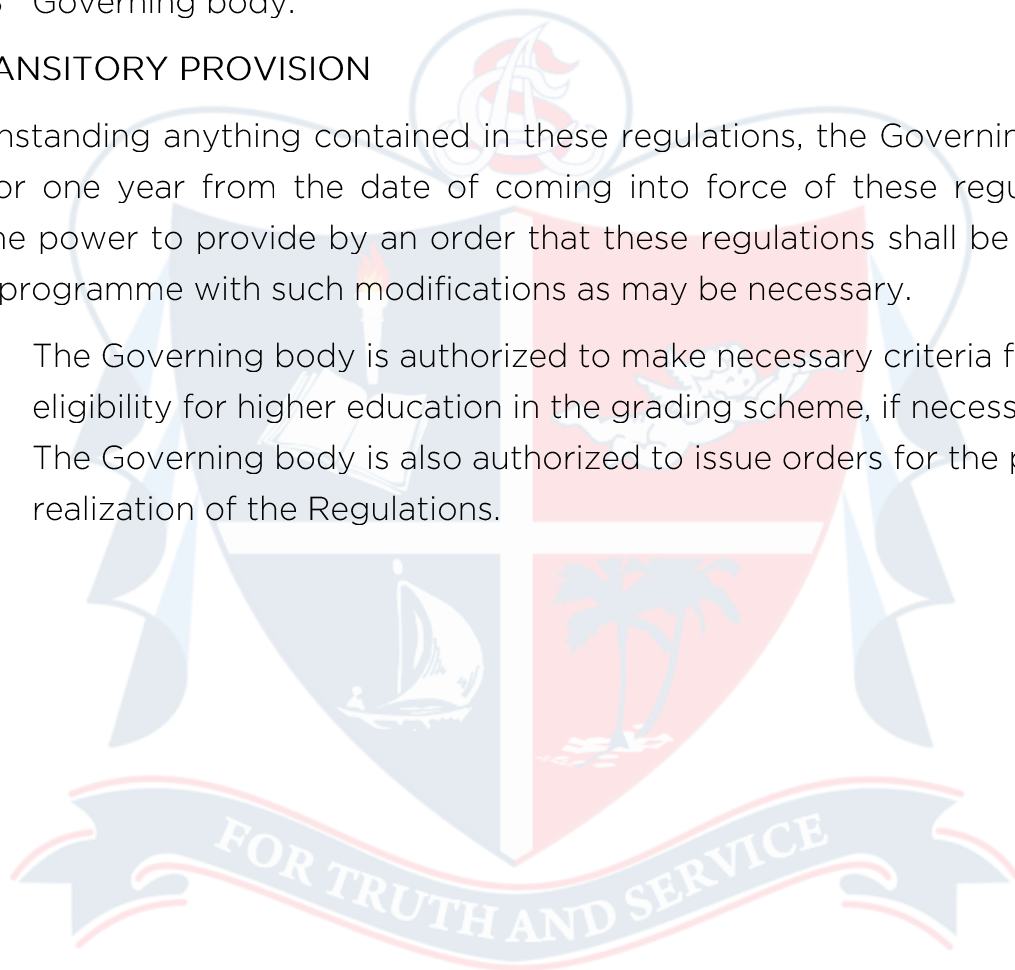
26.2 College Level Monitoring Committee (CLMC), comprising the Principal, Controller of Examinations, and A.O./Superintendent as members.

26.3 Governing body.

27 TRANSITORY PROVISION

Notwithstanding anything contained in these regulations, the Governing body shall, for one year from the date of coming into force of these regulations, have the power to provide by an order that these regulations shall be applied to any programme with such modifications as may be necessary.

27.1 The Governing body is authorized to make necessary criteria for eligibility for higher education in the grading scheme, if necessary. The Governing body is also authorized to issue orders for the perfect realization of the Regulations.



Annexure I: Model Mark Cum Grade Card



St. Albert's College(Autonomous)

Ernakulam-682 018, Kerala, India.

Accredited by National Assessment and Accreditation Council (NAAC)

at A Grade ISO 9001: 2015 Certified

Affiliated to Mahatma Gandhi University, Kottayam, Kerala

GRADE CARD

NAME OF THE CANDIDATE								Student Photo			
PERMANENT REGISTER NUMBER (PRN):											
DEGREE											
PROGRAMME											
STREAM											
NAME OF THE EXAMINATION											
DATE OF ISSUE											
COURSE CODE	COURSE TITLE	MARKS						GP	GRADE	CGP	RESULT
		INTERNAL		EXTERNAL		TOTAL					
		CREDITS AWARDED	MAXIMUM	CREDITS AWARDED	MAXIMUM	CREDITS AWARDED	MAXIMUM				
General Component											
Skill Component											
TOTAL											
SEMESTER RESULT		SCPA:							SG:		

Controller of Examinations

Principal

Annexure II: Consolidated Model Mark cum Grade Card



St. Albert's College(Autonomous)

Ernakulam-682 018, Kerala, India.

Accredited by National Assessment and Accreditation Council (NAAC) at A Grade ISO 9001: 2015 Certified

Affiliated to Mahatma Gandhi University, Kottayam, Kerala

CONSOLIDATED MARK CUM GRADE CARD

NAME OF THE CANDIDATE		Student Photo					
PERMANENT REGISTER NUMBER (PRN)							
DEGREE							
PROGRAMME							
STREAM							
DATE OF BIRTH							
DATE OF ELIGIBILITY							
SEMESTER RESULTS							
SEMESTER	MARKS AWARDED	MAXIMUM MARKS	CREDITS	SCPA	GRADE	MONTH AND YEAR OF PASSING	RESULT
SEMESTER 1							
SEMESTER 2							
SEMESTER 3							
SEMESTER 4							
SEMESTER 5							
SEMESTER 6							
TOTAL							
PROGRAMME PART RESULTS							
PROGRAMME PART	MARKS AWARDED	MAXIMUM MARKS	CREDIT POINTS	CREDITS	CCPA	GRADE	
GENERAL COMPONENTS							
SKILL COMPONENTS							
TOTAL							

FINAL RESULT												
CREDITS			CCPA				GRADE			RESULT		
COURSE CODE	COURSE TITLE	MARKS								RESULT		
		CREDITS	AWARDED	INTERNAL MAXIMUM	AWARDED	EXTERNAL MAXIMUM	AWARDED	TOTAL MAXIMUM				
SEMESTER 1												
General Components												
Skill Components												
SEMESTER RESULT			SCPA:				SG:					
SEMESTER 2												
General Components												
Skill Components												
SEMESTER RESULT			SCPA:				SG:					
SEMESTER 3												
General Components												
Skill Components												
SEMESTER RESULT			SCPA:				SG:					

SEMESTER 4											
General Components											
Skill Components											
SEMESTER RESULTSCPA:								SG:			
SEMESTER 5											
General Components											
Skill Components											
SEMESTER RESULT			SCPA:					SG:			
SEMESTER 6											
General Components											
Skill Components											
SEMESTER RESULT			SCPA:					SG:			

Controller of Examinations

Principal

Annexure III: Reverse side of the mark cum Grade Card (Common to all Semesters)

DESCRIPTION OF EVALUATION PROCESS

Grade and Grade Point

The evaluation of each course comprises Internal and External components with the ratio 1:4 for all courses. Grade and grade points are given on a 7-point scale based on the percentage of marks (internal + external) as given in table I. Decimals are corrected to next higher whole number.

Table I

% of Marks	Grade	Grade Point
95 and above	O (Outstanding)	10
90 to below 95	A+ (Excellent)	9
80 to below 90	A (Very Good)	8
70 to below 80	B+ (Good)	7
60 to below 70	B (Above Average)	6
50 to below 60	C (Average)	5
40 to below 50	P (Pass)	4
Below 40	F (Failure)	0
	Ab (Absent)	0

Credit Point and Credit Point Average

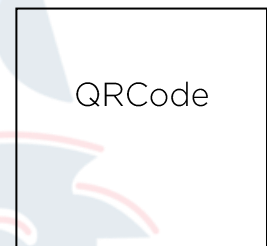
Credit point (CP) of a course is calculated using the formula $CP = C \times GP$
Where C = Credit, GP = Grade Point

Credit Point average of a semester (SCPA) or Cumulative Credit Point Average (CCPA) for a programme is calculated using Total Credit point, $TC = \frac{\text{Total Credit Point}}{\text{Total Credit}}$

CCPA	Grade
9.5 and above	O - Outstanding
9 to below 9.5	A+ - Excellent
8 to below 9	A - Very Good
7 to below 8	B+ Good
6 to below 7	B - Above Average
5 to below 6	C - Average
4 to below 5	P -Pass
Below 4	F -Failure

Note: A separate minimum of 30 % marks each for internal and external (for both Theory and practical) and an aggregate minimum of 40 % is required for a pass in a course. To pass in a programme, a separate minimum of Grade P for all the individual courses and an overall Grade P or above is mandatory. If a candidate secures Grade F for any of the courses offered in a semester or a programme only grade F will be awarded to that semester/Programme until the candidate improves this to Grade E or above within the permitted period.

Read By	
Verified By	



Programme Design

SEMESTER I

No.	Course Code	Course Title	GC/SC	Hours per week	Credits
1	ENG1CCT0323	Basic English Skills	GC	4	4
2	LMG1CMT0123	Business Mathematics	GC	4	4
3	LMG1CMT0223	Operations Management	GC	4	4
4	LMG1CRT0123	Fundamentals of Accounting	SC	4	5
5	VMG1CRT0123	Principles of Management	SC	4	5
6	LMG1CRP0123	Computer Skills for Business I	SC	4	5
7	LMG1OJT0123	OJT- 1	SC		3

SEMESTER II

No.	Course Code	Course Title	Course Category	Hours per week	Credits
1	ENG2CCT0323	Advanced English Skills	GC	5	4
2	LMG2CMT0123	Business Statistics	GC	5	4
3	LMG2CMT0223	Marketing Management	GC	5	4
4	LMG2CRT0123	Introduction to Logistics Management	SC	5	6
5	LMG2CRP0123	Computerized Accounting Lab II	SC	5	6

6	LMG2CPR0123	Internship - I	SC		6
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SEMESTER III

No.	Course Code	Course Title	Course Category	Hours per week	Credits
1	LMG3CMT0123	Business Communication	GC	4	4
2	LMG3CMP0123	Enterprise Resource Planning lab	GC	4	4
3	LMG3CMT0223	Environment Science And Human Rights	GC	4	4
4	LMG3CRT0123	Domestic Logistics Management	SC	5	5
5	LMG3CRT0223	Logistics information system	SC	4	5
6	LMG3CRT0323	Warehouse Management	SC	4	5
7	LMG3OJT0123	OJT-2	SC		3



SEMESTER IV

No	Course Code	Course Title	Course Category	Hours per week	Credits
1	LMG4CMT0123	Supply chain Management	GC	5	4
2	LMG4CMT0223	Business ethics and global business Management	GC	5	4
3	LMG4CMT0323	Soft skill and personality Development	GC	5	4
4	LMG4CRT0123	Shipping And Ocean Freight Logistics Management	SC	5	6
5	LMG4CRT0223	Export and import policies and procedures	SC	5	6
6	LMG4CPR0123	Internship- II	SC		6

SEMESTER V

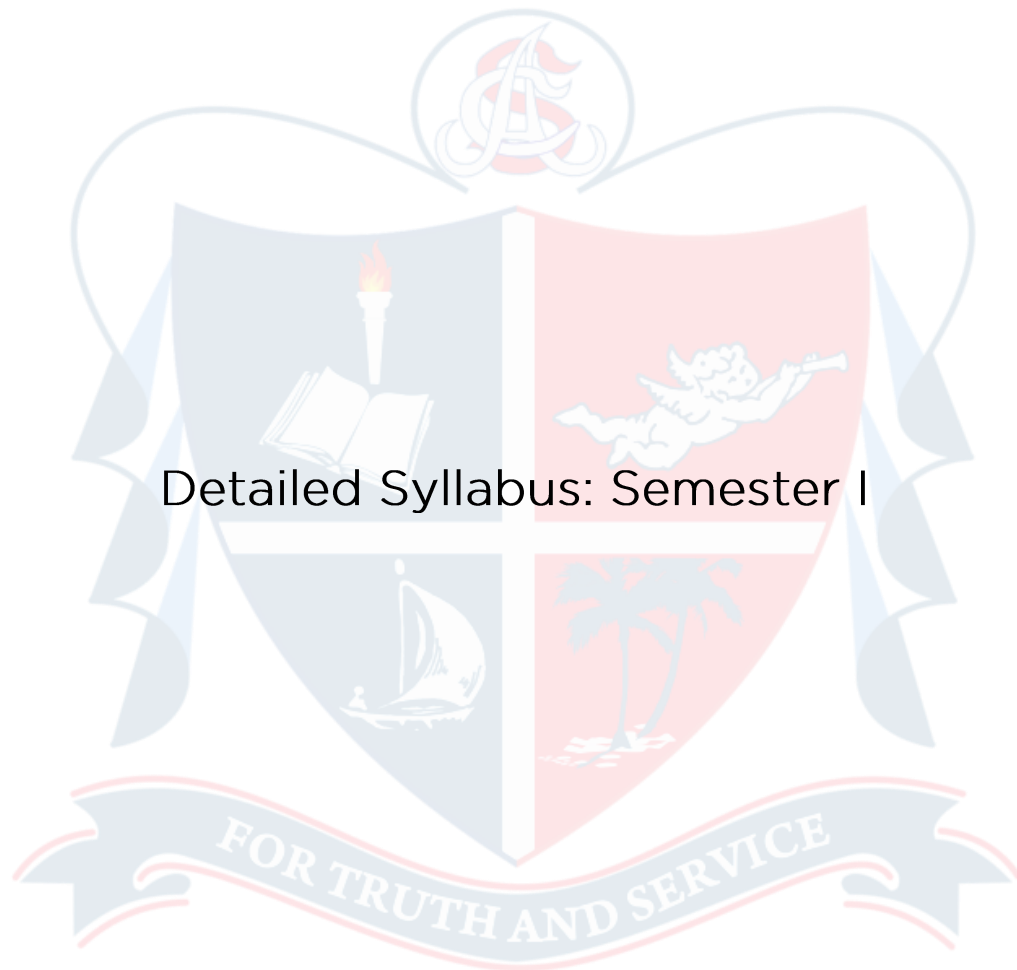
No.	Course Code	Course Title	Course Category	Hours per week	Credits
1	LMG5CMT0123	Enterprise Resource Planning	GC	4	4
2	LMG5CMT0223	Financial Management	GC	4	4
3	LMG5CMT0323	Research Methodology	GC	4	4
4	LMG5CRT0123	Transportation and distribution Management	SC	5	5
5	LMG5CRT0223	Inventory Management	SC	4	5
6	LMG5CRT0323	Air cargo Logistics Management	SC	4	5

7	LMG5OJT0123	OJT-3	SC		3
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SEMESTER VI

No.	Course Code	Course Title	Course Category	Hours per week	Credits
1	LMG6CMT0123	Retail Management	GC	5	4
2	LMG6CMT0223	Entrepreneurship Development	GC	5	4
3	LMG6CMT0323	Customer Relationship Management	GC	5	4
4	LMG6CRT0123	International Logistics Management	SC	5	6
5	LMG6CRT0223	Human Resources Management	SC	5	6
6	LMG6CPR0123	Internship with Project	SC		6





Detailed Syllabus: Semester I

General Component: Basic English Skills (ENG1CCT0323)

60 hours

4 Credits

Course Outcomes

- Confidently use English in both written and spoken forms.
- Use English for formal communication effectively.

Module I

(12 Hours)

The Sentence and Its Structure - How to Write Effective Sentences - Phrases - What Are They? - The Noun Clauses - The Adverb Clause - -If All the Trees Were Bread and Cheese|| - The Relative Clause - How the Clauses Are Conjoined - Word-Classes and Related Topics - Understanding the Verb - Understanding the Auxiliary Verb - Understanding the Adverbs - Understanding the Pronoun - The Reflexive Pronoun - The Articles I - The Articles II - The Adjective - Phrasal Verbs - Mind Your Prepositions.

Module II

(12 Hours)

Concord - A Political Crisis - Errors, Common and Uncommon - False Witnesses

Module III

(12 Hours)

The Tense and Related Topics - Presentness' and Present Tenses- The Presentness' of a Past Action-Futurity in English-PassivizationIdiomatic Language-Animal Expressions-Idiomatic Phrases- Heady 'Expressions - Body Language

Module IV

(12 Hours)

Interrogatives and Negatives - Negatives- How to Frame Questions -What's What? The Question Tag Conversational English - Polite Expressions - Some Time Expressions - In Conversation - Is John There Please? Miscellaneous and General Topics

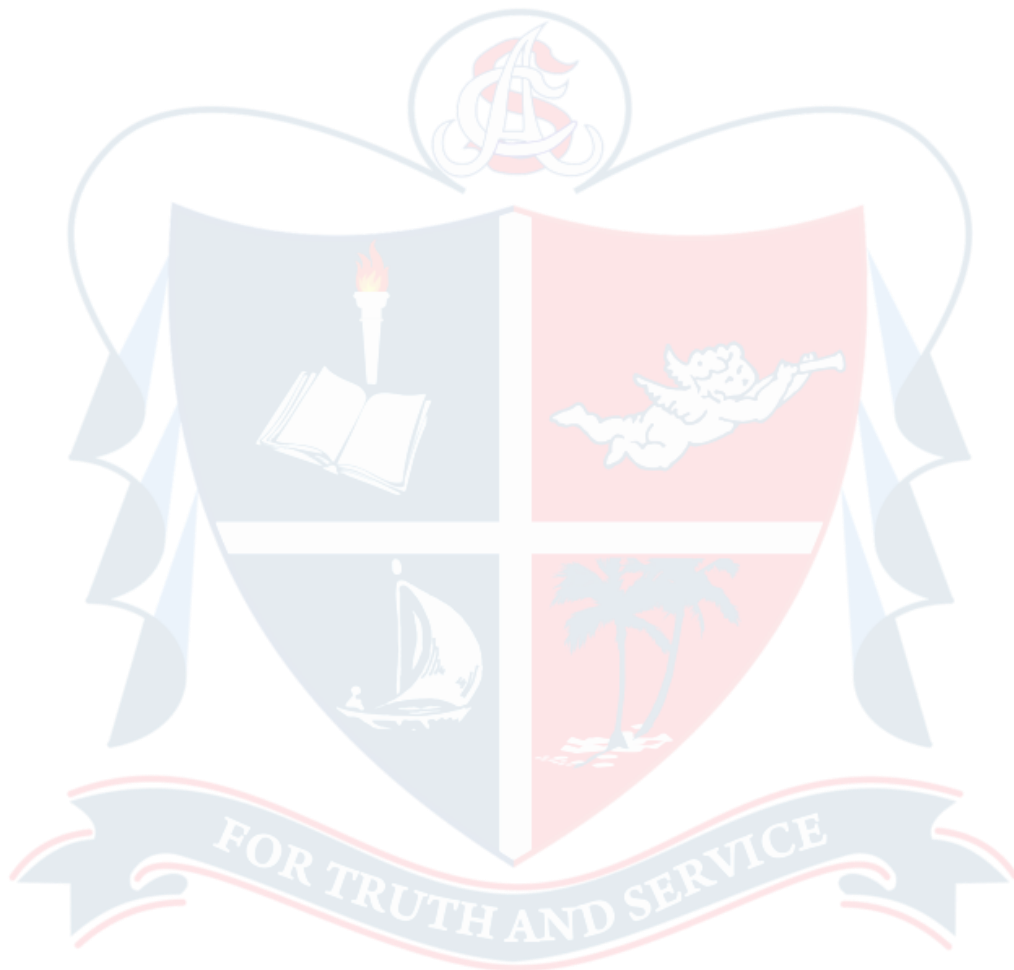
Module V

(12 Hours)

Word formation-Use the specific word- LetterWriting-Text: Fine-tune Your English by Dr Mathew Joseph. Orient Blackswan and Mahatma Gandhi University

References

- A Course in Listening and Speaking I & II, Sasikumar, V.,KiranmaiDutt and GeethaRajeevan, New Delhi: CUP,2007
- Study Listening: A Course in Listening to Lectures and Note-taking Tony LynchNew Delhi: CUP,
- Study Speaking: A Course in Spoken English for Academic Purposes.Anderson, Kenneth, Joan New Delhi: OUP,2008



General Component: Business Mathematics (LMG1CMT0123)

60 Hours

4 Credits

Course Outcomes

- Demonstrate an understanding of mathematics.
- Explain the concepts and use equations, formulae and mathematical expression and relationships in a variety of contexts.
- Perform computations in higher mathematics
- Develop and maintain problem solving skills.
- Have understanding of mathematical applications in management and its implementation.

Module I

(10 Hours)

Set theory: Modern theory in mathematics - Definition, elements and types of sets - Operations on sets and Cartesian product of two sets.

Module II

(20 Hours)

Algebra-1: Number system - Natural numbers, prime numbers, integers, rational and irrational numbers, Ratio, proportion and variation. Sequences - Arithmetic progression, nth term and sum to n terms of A.P - Geometric progression, nth term, sum to n terms and sum to infinity of G.P - Harmonic progression, nth term of H.P.

Module III

(10 Hours)

Algebra-2: Permutations and combinations - Logarithm - Compound interest, depreciation and annuities.

Module IV

(10 Hours)

Matrices: Matrices, Matrix operations, Determinant of a square matrix (expansions only) and Rank of a matrix.

Module V

(10 Hours)

System of Linear Equations: Inverse of square matrix (problems only), Solution of system of linear equations using matrices.

Books for Reference

- S.Saha. Business Mathematics
- D.C. Sanchet & V.K Kapoor. Business Mathematics. Sultan Chand & Sons.

General Component: Operations Management (LMG1CMT0223)**60 Hours****4 Credits****Course Outcomes**

- To provide a basic understanding of the operations management function in an organization.
- Students will be able to apply knowledge of business concepts and functions in an integrated manner.
- To gain an understanding and appreciation of the principles and applications relevant to the planning, design, and operations of manufacturing/service firms.
- To understand the content of an operations strategy and the decisions involved.
- To sensitize the students about efficiency and effectiveness in operations functions.

Module I**(15 Hours)**

Introduction: Production and Operation Management as function, Nature and Scope, Decision areas. Operations Strategy. Process and Capacity Analysis.

Module II**(10 Hours)**

Design of Manufacturing Process, Design of Service Systems, Facility Location and Layout Decisions.

Module III**(15 Hours)**

Total Quality Management: Elements, Tools for TQM. Cost of Quality. ISO – Quality Stds – Statistical Process, Controls Charts. Concepts of acceptance sampling – OCCurve.

Module IV**(10 Hours)**

Supply Chain Management, Lean Management. Sourcing and Supply Management. Inventory Planning and Control for independent demand items.

Module V**(10 Hours)**

Resource Planning – MRP for dependent items. Aggregate production planning. Scheduling of operations. Maintenance Management.

Books for Reference

- Operations Management Theory and Practice (Second Edition). B Mahadevan. Pearson.
- Krajweski, Ritzman and Malhotra. Operations Management, Process and Value Chains, Pearson Education 2012.
- Chase, Jacobs and Aquilano. Operations Management for Competitive Advantage. Tata McGraw Hill, 2012.
- K.ShridharaBhat. Operations Management, Himalaya Publishing House, 2009



General Component: Fundamentals of Accounting (LMG1CRT0123)

75 Hours

5 Credits

Course Outcomes

- Students will be able to develop and understand the nature and purpose of financial statements.
- They will get the ability to use the fundamental accounting equation.
- It will help them to analyze the effect of business transactions on an organization's accounting records.
- To prepare final accounts using the double entry system and to understand the negotiable instruments.
- They will acquire the ability to use a basic accounting system to create (record, classify, and– summarize.

Module I

(10 Hours)

Introduction of Accounting: Origin, Meaning, Definition, Need, Importance, Functions, Limitations, Accounting principles, Generally accepted accounting principles, Accounting equation, Double entry system.

Module II

(25 Hours)

Recording Transactions: Journal, Ledger, Trial Balance, Cash Book (single column, double column and three column), Bank Reconciliation Statement.

Module III

(10 Hours)

Final accounts of Sole Traders: Manufacturing, Trading, and Profit and Loss Account and Balance Sheet. Distinction between Trial Balance and Balance Sheet.

Module IV

(20 Hours)

Accounting for Depreciation: Meaning, Importance, Methods of providing Depreciation methods (straight line, diminishing, annuity), Reserves and Provisions.

Module V

(10 Hours)

Bill of Exchange: Meaning - Definition - Importance, Promissory Note - Recording bill transaction (honoring, dishonoring, discounting).

Books for Reference

Business Accounting - Jain and Nrang Advanced Accounting - Jain and Nrang



General Component: Principles of Management (VMG1CRT0123)

75 Hours

5 Credits

Course Outcomes

- It will help the students to develop a working knowledge of fundamental terminology and frameworks in the functions of management.
- They will be able to identify and apply appropriate management techniques for managing contemporary organizations.
- It will help them to understand the skills, abilities, and tools needed to obtain a job on a management track in an organization of their choice.
- Integrate management principles into management practices.
- Determine the most effective actions to take in specific situations.

Module I

(15 Hours)

Nature and Process of Management: Schools of Management Thought - Management Process School, Human Behavioural School, Decision Theory School, Systems Management School, Contingency School - Managerial Role - Basics of Global Management.

Module II

(15 Hours)

Planning: Objectives - Types of plans - single use plan and repeated plan - MBO, MBE-strategic planning and formulation. Decision making - types and process of decision making - forecasting.

Module III

(16 Hours)

Organising: Types of organisation - formal and informal, line and staff, functional -organisation structure and design - span of control, delegation and decentralisation of authority and responsibility - organisational culture and group dynamics.

Module IV

(15 Hours)

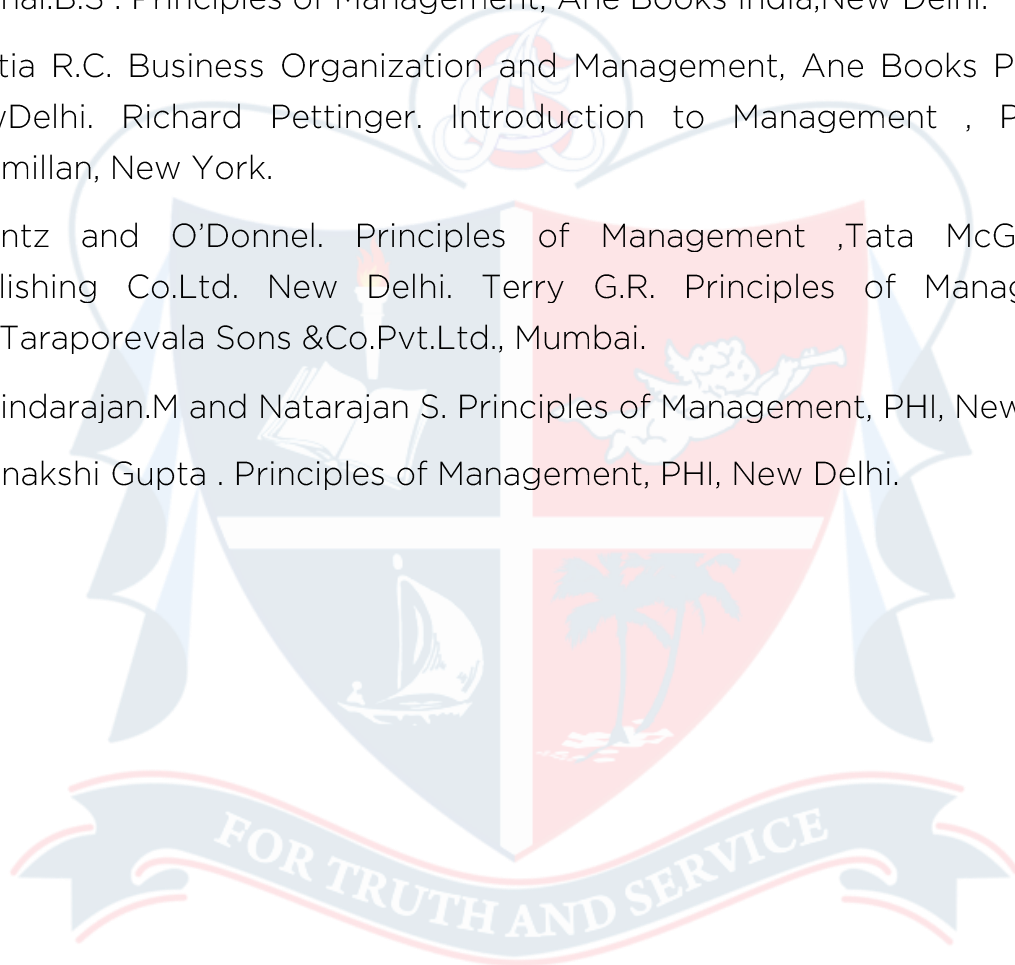
Staffing: Introduction to HRM - Recruitment , Types - Selection, process - Training, types - Development - Performance Appraisal - Career Strategy.

Module V**(14 Hours)**

Directing: Motivation – meaning - need for motivation. Theories of motivation - Herzberg and McGregor. Leadership- importance – styles of leadership, Managerial Grid by Blake and Mouton, Leadership as a Continuum by Tannenbaum and Schmidt, Path Goal Approach by Robert House (in brief) Controlling - Concept, Significance, Methods of establishing control.

Books for Reference

- Moshal.B.S . Principles of Management, Ane Books India,New Delhi.
- Bhatia R.C. Business Organization and Management, Ane Books Pvt. Ltd., NewDelhi. Richard Pettinger. Introduction to Management , Palgrave Macmillan, New York.
- Koontz and O'Donnel. Principles of Management ,Tata McGraw-Hill Publishing Co.Ltd. New Delhi. Terry G.R. Principles of Management, D.B.Taraporevala Sons &Co.Pvt.Ltd., Mumbai.
- Govindarajan.M and Natarajan S. Principles of Management, PHI, New Delhi.
- Meenakshi Gupta . Principles of Management, PHI, New Delhi.



Skill Component: Computer Skills For Business I (LMG1CRP0123)

75 Hours

5 Credits

Course Outcomes

- The student will be able to explain the fundamentals of computer and e-learning
- The student will be able to utilize the word processing software to do various functions.
- The student will be able to examine the various functionalities of MS-Excel.
- The student will be able to create a presentation in Microsoft PowerPoint that is interactive in nature.

Module I: Fundamentals

(15 Hours)

Identification of various hardware components of a computer system. Familiarization of various Operating Systems. E - world - efile, ewaste, ecommerce, email, etc... Customization of system configuration - screen mouse printer. Basic understanding for Internet connectivity. E-Mail

Module II: Word Processing Software.

(20 Hours)

Creating new Documents; Basic Editing, Saving a Document; Printing a Document; Print Preview, Page Orientation - Viewing Documents; Setting tabs - Page Margins; Indents; Ruler, Formatting Techniques; Font Formatting, Paragraph Formatting; Page Setup; Headers & Footers; Bullets and Numbered List; Borders and Shading; Find and Replace; Page Break & Page Numbers; Mail Merging- Spelling and Grammar Checking; Tables; Formatting Tables;

Module III: MS Excel Software

(15 Hours)

Excel User Interface, Working with cell and cell addresses, Selecting a Range, Moving, Cutting, Copying with Paste, Inserting and Deleting cells, Freezing cells, Adding, Deleting and Copying Worksheet within a workbook, Renaming a Worksheet. Cell Formatting Options, Formatting fonts, Aligning, Wrapping and Rotating text, Using Borders, Boxes and Colors, Centering a heading, Changing row/column height/width, Formatting a Worksheet Automatically, Insert Comments, Clear contents in a cell. Using print Preview, Margin and Orientation, Centering a Worksheet, Using header and footer.

Module IV: Presentation Software

(15 Hours)

Creating presentation inserting slides adding sounds & videos-formatting slides - slide layout views in presentation - slide transition Custom animation Managing slide shows - using pen Setting slide intervals. Techniques Pivot Table

Module V : Basis tasks in Outlook

(10 Hours)

Introduction, Quick access bar, Mail, Adding an email signature to messages, Forward or reply to an email message, Add an attachment to an email message, Open or save an email message attachment, Create a calendar appointment, Schedule a meeting.

Books for Reference:

- Dr. Antony Thomas, Saju Jose, Information Technology for Business, Pratibha Publications.
- Dr. Antony Thomas, Saju Jose, Information Technology for Office, Pratibha Publications.

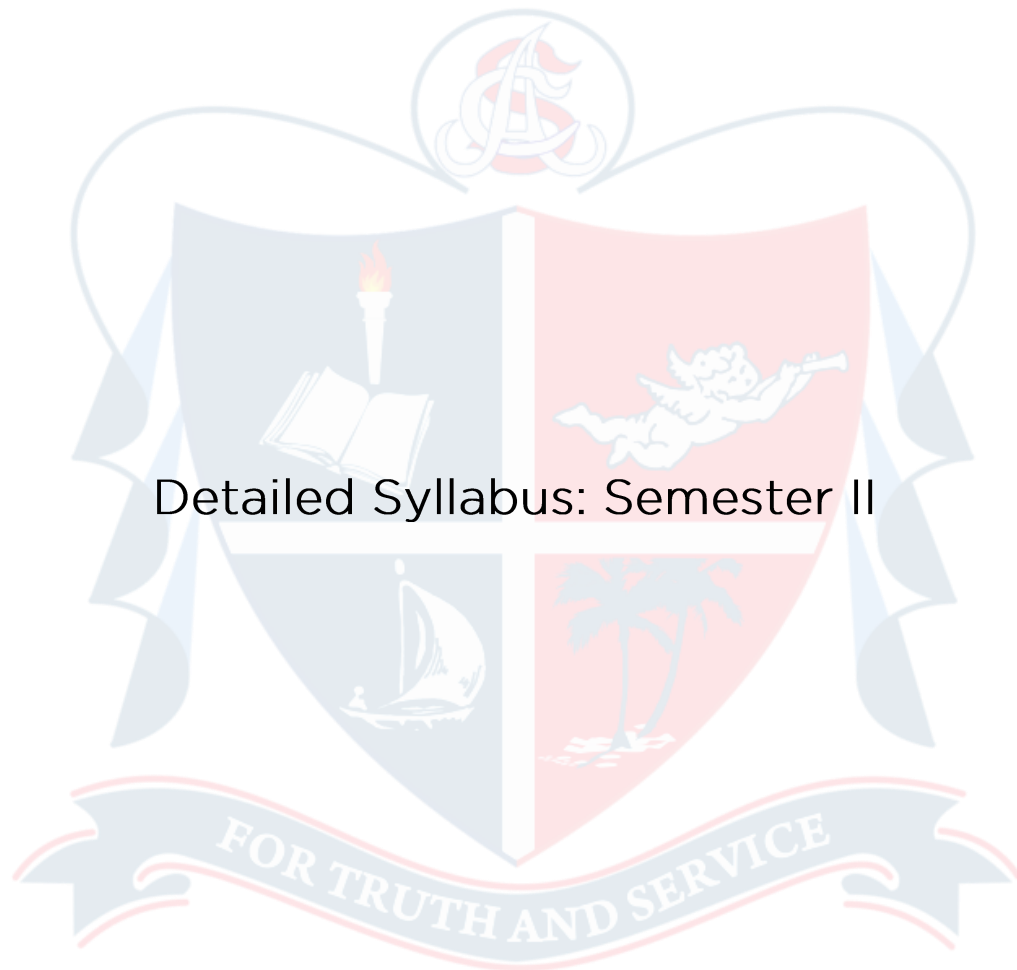


On The Job Training- I (LMG1OJT0123)

3 Credits

The student will attach himself with a logistic organization approved by the Department for a period of two weeks for Industry Training. The student should actively participate in the operations of the organization and should work like any other employee of that organization. At the end of the On the job Training, the student should prepare a comprehensive report) and present the report with the aid of PPT to the corresponding teachers. Students should also produce a certificate of internship from the organization. All the above details should be submitted to the Department for evaluation.





Detailed Syllabus: Semester II

General Component: Advanced English Skills (ENG2CCT0323)

60 Hours

4 Credits

Course Outcomes

- To sensitize the learners about contemporary issues of concern; to enhance their linguistic skills in English language
- To identify major issues of contemporary significance respond rationally and positively to the issues raised internalize the values imparted through the excerpts re-orient himself/ herself conscious, cautious, concerned, conscientious and concerned human being and articulate these values in error free English.

Module I (10 Hours)

The Unsundered People - Kenzaburo Oe
The Old Prison - Judith Wright
War- Luigi Pirandello

Module II (15 Hours)

Persuasions on the Power of the Word - Salman Rushdie
Peril - Toni Morrison
The Burning of the Books- Bertolt Brecht -The Censors - Luisa Valenzuela

Module III (10 Hours)

“The Poisoned Bread” - BandhuMadhav
A Westward Trip- ZitkalaSa
“The Pot Maker” - TemsulaAo

Module IV (10 Hours)

Does it Matter - Richard Leaky
On Killing A Tree - Gieve Patel
Hagar: A Story of a Woman and Water (Gift in Green [chapter 2]) - Sarah Joseph

Module V (15 Hours)

Understanding Refugeeism: An Introduction to Tibetan Refugees in India
Refugee Blues - W. H. Auden
The Child Goes to the Camp (from Palestine's Children) - GhassanKanafani

Core Text: Issues that Matter

Books for Reference

- Marilyn Anderson, Pramod K Nayar and Madhu Chandra Sen. Critical Thinking, Academic Writing and Presentation Skills. Pearson Education and Mahatma Gandhi University.



General Component: Business Statistics (LMG2CMT0123)

60 Hours

4 Credits

Course Outcomes

- The student will be able to outline the importance of statistics in business.
- The student will be able to differentiate between types of data, and prepare the graphical representations of data.
- The student will be able to solve the problems relating to mean, median, mode, standard deviation and variance.
- The student will be able to analyze and interpret different methods of correlation and solve problems using regression equations.
- The student will be able to analyze the time series.

Module I (10 Hours)

Introduction: Origin - Meaning - Scope and limitations of statistics - Relationship with business and industry.

Module II (10 Hours)

Collection of Data: Collection - Classification and tabulation of statistical data - Pie diagrams -Graphic representation.

Module III (15 Hours)

Measures of Central Tendency: Mean - Median and Mode - Meaning and Computation -Standard deviation - Coefficient of variation.

Module IV (15 Hours)

Simple Correlation and Regression: Meaning - Karl Pearson's Correlation - Rank correlation- Computations - Uses - Regression equations - Forecasting.

Module V (10 Hours)

Time Series Analysis: Components of time series - Definition - Computation of Trend -Computation of seasonal variation (Simple average method only).

Books for Reference

- S.P. Gupta. Statistical methods. Sulthan Chand and sons. Revised Edition 1995.
- D.N Elhance. Fundamental of Statistics. KITAB MAHAL Publishers.

- B.L. Agarwal. Basic Statistics.
- C.B. Gupta. An Introduction to Statistical Methods.



**General Component: Introduction to Logistics Management
(LMG2CRT0123)**

90 Hours

6 Credits

Course Outcomes

- The student will be able to interpret the basics of Logistics
- It will help the student to solve the problems in Logistics Management.
- The student will be able to explain the major role, functions, activities and strategies of logistics.
- The student will be able to critically evaluate the contemporary issues in logistics management
- The student will be able to design the distribution channel to carry out the logistics activities in an efficient manner

Module I

(18 Hours)

Logistics: Definition - History and Evolution - Objectives - Elements - activities importance - The work of logistics - Logistics interface with marketing - Retail logistics.

Module II

(18 Hours)

Logistics Management: Definition - Evolution of the concept - model - process - activities. Achievement of competitive advantage through logistics Framework - Role of Logistics management - Integrated Logistics Management.

Module III

(20 Hours)

Logistics Strategy: Strategic role of logistics - Definition - Role of logistics managers in strategic decisions - Strategy options, Lean strategy, Agile Strategies & Other strategies - Designing & implementing logistical strategy - Emerging concept in logistics.

Module IV

(16 Hours)

Outsourcing Logistics: Reasons - Third party logistics provider - Fourth party Logistics providers (4PL) - Stages - Role of logistics providers.

Module V

(18 Hours)

Quality Customer Service & Integrated Logistics: Customer service - importance elements -the order cycle system - distribution channels - Functions performed - Types designing.

Books for Reference

- David J. Bloomberg, Stephen LeMay & : Logistics, Prentice-Hall of India Pvt Joe B. Hanna Ltd.,New Delhi, 2003.
- Donald J. Bowersox & David J. Closs : Logistical Management, Tata McGraw Hill Publishing Co. Ltd, New Delhi, 2004
- Satish C. Ailawadi& Rakesh Singh: Logistics Management, Prentice-Hall of India Pvt Ltd., New Delhi, 2005
- Donald Waters: Logistics. Palgrave Macmillan, New York, 2004
- KrishnaveniMuthiah : Logistics Management & World Sea borne Trade, Himalaya Publishing House, Mumbai, 1999



General Component: Marketing Management (LMG2CMT0223)

60 Hours

4 Credits

Course Outcomes

- The student will be able to understand the concepts of marketing management.
- The student will be able to understand the marketing environment and kinds of new trends in marketing.
- The student will be able to demonstrate strong conceptual knowledge in the functional area of marketing management.
- The student will be able to demonstrate effective understanding of relevant functional areas of marketing management and its application.
- The student will be able to demonstrate analytical skills in identification and resolution of problems pertaining to marketing management.

Module I

(12 Hours)

Introduction: Meaning and definition of different marketing concepts - functions of marketing - Types of Marketing - Environmental factors - market segmentation - buying motive and process - market targeting - consumer and customer - Factors affecting consumer behavior.

Module II

(12 Hours)

Marketing Mix: Marketing mix: meaning - product, product mix, new product development - product life cycle -importance of branding -packaging and labeling.

Module III

(12 Hours)

Pricing: Pricing policies - objectives - factors influencing pricing decisions - different pricing strategies: skimming- penetration. Market structure - channel of distribution and its importance.

Module IV

(12 Hours)

Marketing Research: Definition, Scope and Process - Marketing Risk and Marketing Audit.

Module V**(12 Hours)**

Promotion: Advertising - objectives and functions - types of advertising - personal selling and direct marketing - Sales Promotion - steps - Marketing Plan - Recent trends in marketing.

Books for Reference

- Philip Kotler, Jha & Koshy, Marketing Management, Pearson Education, New Delhi. SHH Kazmi, Marketing Management Text and Cases, Excel Books, New Delhi.
- V. S Ramaswamy S. Namakumari, Marketing Management, MacMillan Publishers, New Delhi.
- Cranfield, Marketing Management, Ane Books, New Delhi.
- D. D Sharma, Marketing Research.



Skill Component: Computerized Accounting Lab (LMG2CRP0123)**90 Hours****6 Credits****Course Outcomes**

- Students will be able to define accounting principles and illustrate its importance, functions and limitations.
- Students will develop skills in maintaining accounting records and have in-depth exposure to accounts.
- Students will be able to define and explain how to set up inventory items and process inventory transactions.
- Students will be able to define and explain estimates and progress invoicing.
- Students will be able to compose TDS voucher types, TDS reports, GST, GST ledgers and vouchers, GST reports and forms

Module I**(15 Hours)**

Introduction to Tally Accounting Package: Familiarization of Tally 9 - Features of Tally - Screen components- Creation of Company- selecting a company - altering/ modifying company creation details - Deleting a company - F 11 Features - F 12 Configuration.

Module II**(15 Hours)**

Creation of Groups, Ledgers: Account groups - pre-defined groups - creating single & multiple groups
creation of primary account groups - creating ledger accounts in single & multiple - displaying, altering and deleting account groups and ledgers.

Modules III**(25 Hours)**

Creation of Vouchers and Entering Transactions and Generate Outputs:

Accounting vouchers- entering transactions in accounting vouchers - bill wise details - altering and deleting a voucher entry - creating new voucher types - modifying an existing voucher - duplicating a voucher - optional vouchers - post-dated vouchers - reverse journal - balance sheet - profit and loss account - trial balance - day books - account books - statement of accounts - ratio analysis - cash flow - fund flow - list of accounts - exception reports.

Module IV

(25 Hours)

Practice Accounts with Inventory: Enabling F 11 and F 12 - stock category - stock group - single/multiple creation of stock category and stock group - creation of units of measurement - creating single/multiple stock items - creating godowns - displaying, altering and deleting stock groups, units, items and godowns - cost categories- cost centres - creating cost categories and cost centres - displaying, altering and deleting cost categories and cost centres - purchase / sales orders - Inventory vouchers - using inventory vouchers - using accounting vouchers with inventory details (invoice mode) - Tally Security - Tally vault - Tally audit - advanced security control - back-up and restore - inventory reports - stock summary - inventory books.

Module V

(10 Hours)

Practice Accounting with Tax: F 11 & F 12 settings for taxation - TDS - ledgers related to TDS - creating TDS voucher types - TDS reports - GST - computing GST - ledgers and vouchers pertaining to GST - GST reports - GST forms.

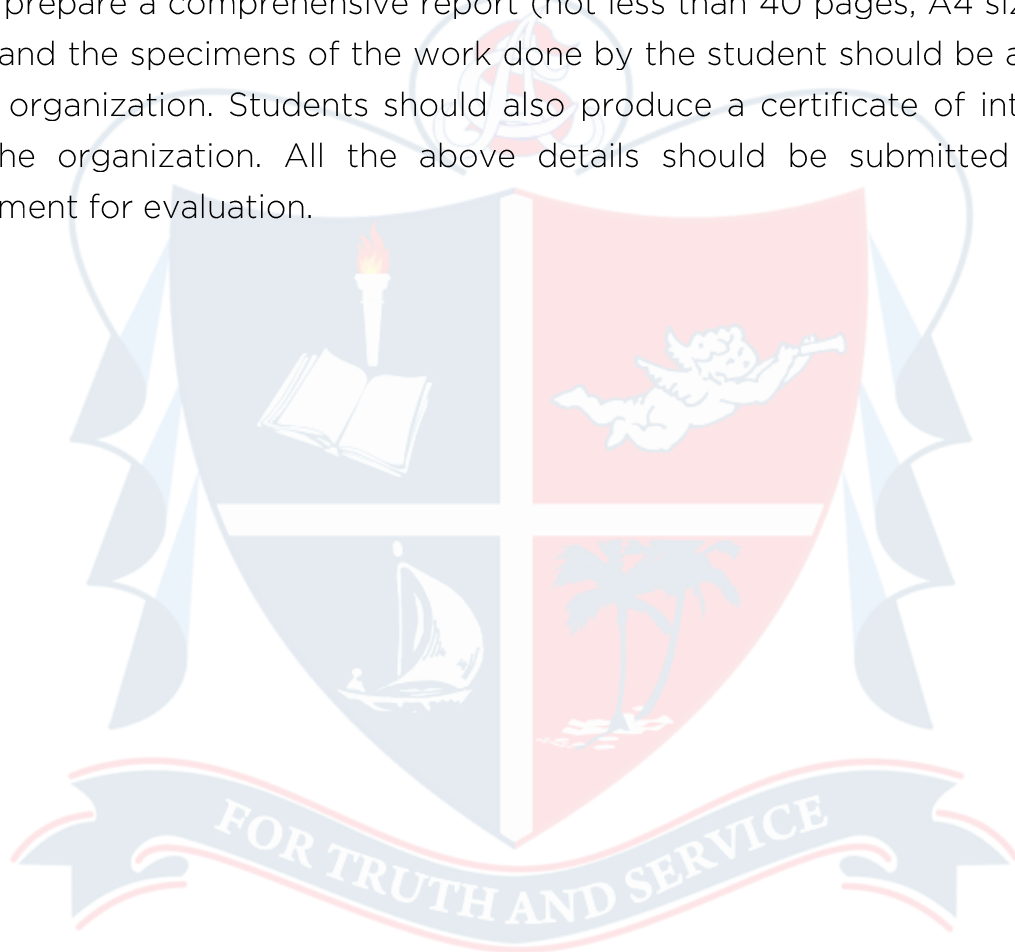
Books for Reference

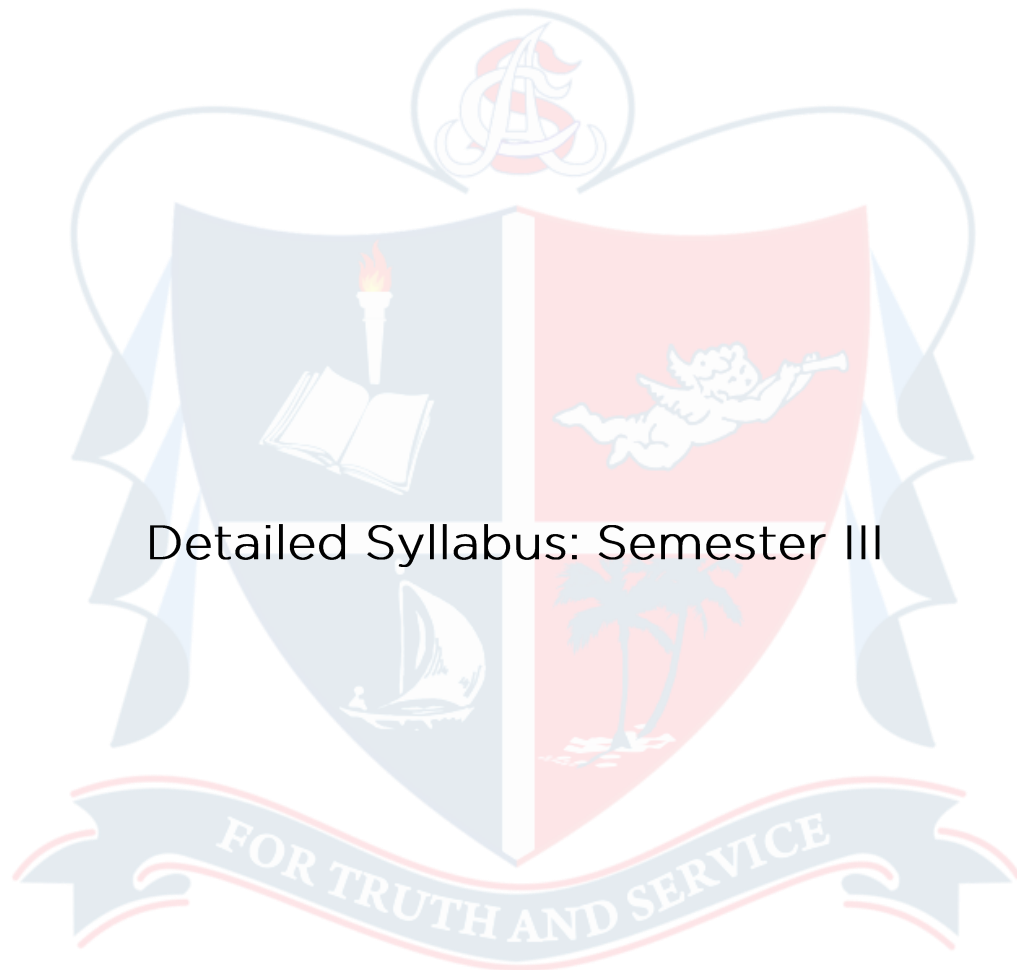
- Prof. K. K. Tomy, Computerized Accounting, Prakash Publications
- Dr. Gilroy Rozario, Steffi Rozario, Accounting for BBA - B Vocprogrammes, Aiswaraya Publishers.

Internship – I (LMG2CPR0123)

6 Credits

The student will attach himself with any organization approved by the Department for a period of 4 weeks for studying the functional departments in the firm/enterprise. The objective of study is to help students to shape social relations and create institutional tie-ups. The student should actively participate in the operations of the organization and should work like any other employee of that organization. At the end of the internship, the student should prepare a comprehensive report (not less than 40 pages, A4 size). The report and the specimens of the work done by the student should be attested by the organization. Students should also produce a certificate of internship from the organization. All the above details should be submitted to the Department for evaluation.





Detailed Syllabus: Semester III

General Component: Business Communication (LMG3CMT0123)

60 Hours

4 Credits

Course Outcomes

- Students will be able to develop an understanding of the process of oral communication and improve listening, note taking and observational skills in public speaking.
- Students will be able to infer the importance of group decision making and thereby solve real time problems through brainstorming sessions.
- Students will be able to utilize E-mail effectively and efficiently.
- Students will be able to compose and deliver speeches in front of large groups in formal and impromptu settings.
- Students will be able to propose effective and concise letters and memos in appropriate formats.

Module I

(10 Hours)

Basis of Communication: Meaning, Importance and process, Need and objectives of communication, 7c's of Communication, Barriers of communication, How to overcome communication Barrier.

Module II

(13 Hours)

Means/Media of Communication: - Verbal and non-verbal communication channel of communication formal & informal communication. Types of communication - Downward, upward, Horizontal or lateral, Diagonal or cross.

Module III

(13 Hours)

Listening as a Communication Tool: Importance types of listening, Barriers to effective listening - How to make listening effective. Speeches and Presentation - Speeches - Characteristics of a good speech, How to make speech effective - Presentation - Planning, preparation, organizing, rehearsing and delivery.

Module IV

(13 Hours)

Groups: Importance of features, Advantages and Disadvantages techniques of Group decision making - Brainstorming sessions, Nominal Group Technique, Delphian Technique, solving problems in Groups.

Module V

(11 Hours)

New Trends in Business Communication: Email, Teleconferencing, video conferencing, SMS.

Books for Reference

- R.C. Bhatia. Business Communication.
- R.K. Madhukar . Business Communication.
- Sharaf Ravi . Effective Technical Communication



Skill Component: Domestic Logistics Management (LMG3CRT0123)

75 Hours

5 Credits

Course Outcomes

- Students will be able to explain domestic logistics operations.
- Students will be able to examine the details of planning, control and costing processes in domestic logistics management.
- Students will be able to decide the type of vehicle, operations and defend the implications of the selection
- Students will be able to explain the documentation procedures in logistics
- Students will be able to identify the legislations relating to various operations, transportation, vehicle and drivers.

Module I

(15 Hours)

Planning and Resourcing: Need for Planning – Fleet management – Main types of road freight transport – Transport resource requirements – Vehicle routing and scheduling issues – Data requirements – Manual methods of vehicle routing and scheduling – Computer routing and scheduling Information system applications – GPS –RFID.

Module II

(12 Hours)

Vehicle Selection: Types of vehicles – Types of operations – Load types and characteristics – Main types of vehicle body – Implications of vehicle selection – Vehicle acquisition

Module III

(16 Hours)

Vehicle Costing: Reasons for road freight transport vehicle costing – Main types of costing systems – Vehicle standing costs – Vehicle running costs – Overhead costs – Costing the total transport operation – Whole life costing – Vehicle cost comparisons – Zero-based budget – Transportation costing – problems

Module IV

(18 Hours)

Documenting and Information Flow: Advices – Planning – FTL – LTL – Documentation – Road Receipts / Truck Receipts / Way Bills (RR / LR) – Consignment note CMR (EU & Canada) – Booking Invoicing & Information Flow – Long Haul – Coordination with terminals – Exceptional Loads (Project Cargo).

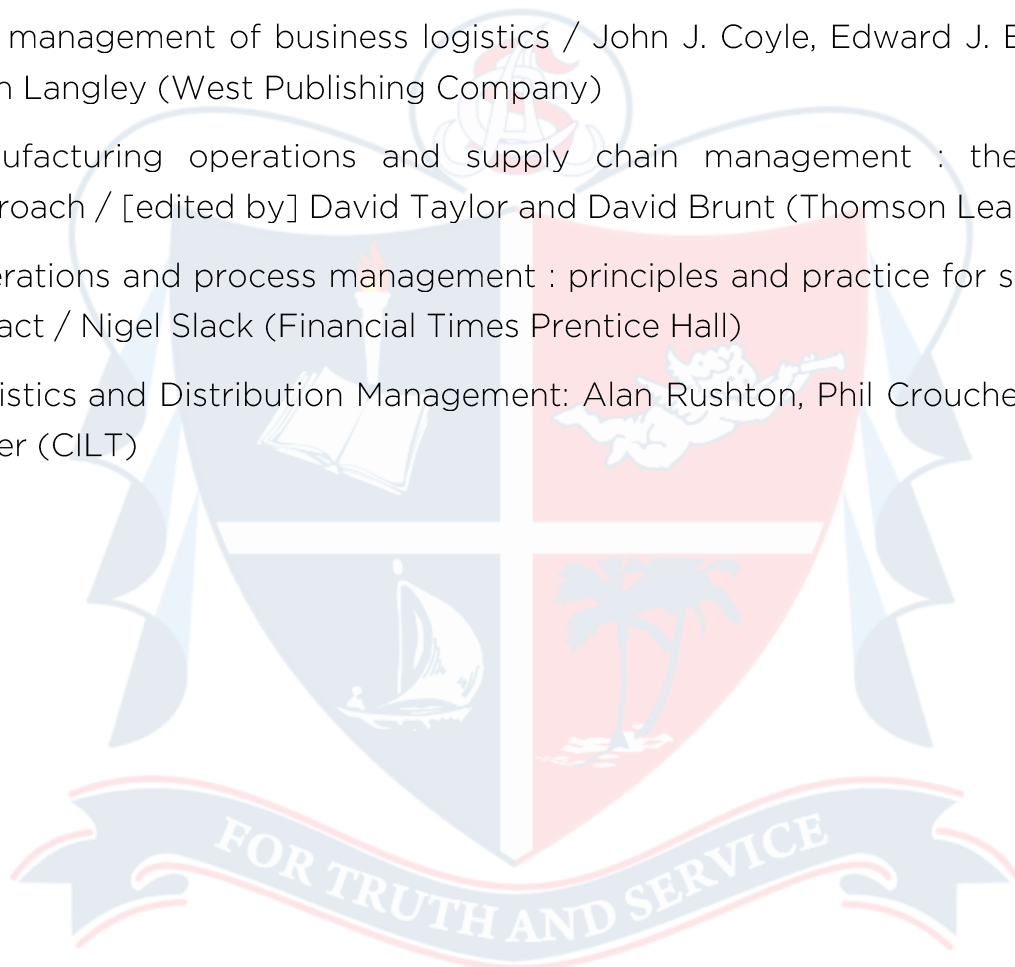
Module V

(14 Hours)

Legislation: Operator licensing – Driver licensing – Driver's hours regulations – Road transport directive – Tachographs - Vehicle dimensions

Books for Reference

- Logistics of facility location and allocation / Dileep R. Sule (Marcel Dekker)
- Logistics & supply chain management / Martin Christopher (Prentice Hall Financial Times)
- The management of business logistics / John J. Coyle, Edward J. Bardi, C. John Langley (West Publishing Company)
- Manufacturing operations and supply chain management : the LEAN approach / [edited by] David Taylor and David Brunt (Thomson Learning)
- Operations and process management : principles and practice for strategic impact / Nigel Slack (Financial Times Prentice Hall)
- Logistics and Distribution Management: Alan Rushton, Phil Croucher, Peter Baker (CILT)



Skill Component: Logistics Information Systems (LMG3CRT0223)

75 Hours

5 Credits

Course Outcomes

- Students will understand the nature of information systems and their applications in logistics.
- They will know the use of information management processes for business value.
- They will be able to get an outline of the concepts of integrated logistics management.
- Demonstration LIS Architecture
- They will be able to justify various forecast components and approaches in logistics

Module I

(15 Hours)

Information Technology and Logistics: Electronic Data Interchange - Personal Computers -Artificial Intelligence/Expert system - Communications Barcoding and Scanning - Electronic Data Interchange standards - Communication - Information and Future directions.

Module II

(15 Hours)

Information Technology for Supply Chain Management: Bullwhip effect - IT in supply chain - Business Process Reengineering - Enterprise Resource Planning - EDI Problems with EDI - Impact of Internet on SCM.

Module III

(15 Hours)

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

Module IV

(15 Hours)

LIS Architecture: Components - Two forms of activities - Planning and co - ordination flows and operating flows - Flow and use of integrated logistics information.

Module V

(15 Hours)

Information Forecasting: Definition - Process - Component - Characteristic of

forecastcompound – Approaches - Forecast techniques - Forecast error – E-Commerce.

Books for Reference

- David J. Bloomberg, Stephen Le May & Joe B. Hanna. Logistics. Prentice-Hall of India Pvt Ltd., New Delhi, 2003.
- Donald J. Bowersox & David J. Closs. Logistical Management. Tata McGraw Hill Publishing Co. Ltd, New Delhi, 2004
- Satish C. Ailawadi& Rakesh Singh. Logistics Management. Prentice-Hall of India Pvt Ltd., New Delhi, 2005
- Donald Waters. Logistics. Palgrave Macmillan, New York, 2004
- KrishnaveniMuthiah. Logistics Management & World Sea borne Trade. Himalaya Publishing House, Mumbai, 1999
- Sarika Kulkarni. Supply Chain Management, Tata Mc- Ashok Sharma Graw Hill Publishing Co Ltd., New Delhi,2004



Skill Component: Warehouse Management (LMG3CRT0323)

75 Hours

5 Credits

Course Outcomes

- Students will be able to explain basic warehouse operations in the industry
- They will be to design a continuous or periodic review of inventory and warehouse control systems.
- They will be to examine the major factors in managing warehouse and distribution systems.
- To make use of ABC inventory control in warehouse management
- Capable of investigating Material Handling systems

Module I**(15 Hours)**

Introduction to Warehousing: Concepts - Decision making - Operations - Need for warehousing - Issues affecting warehousing - Various warehousing facilities - Different types of warehouses - Characteristics of ideal warehouses.

Module II**(15 Hours)**

Introduction to Inventory Management: Role in supply chain - Role in competitive strategy - Role of inventory - Functions of inventory - Types of inventory - WIP inventory - Finished goods inventory - MRO inventories - Cost of inventories - Need to hold inventory.

Module III**(15 Hours)**

Warehouse Management Systems: Introduction - The necessity of WMS - Logics of determining locations and sequences - Independent demand systems - Uncertainties in material management systems - Dependent demand systems - Distribution resource planning.

Module IV**(15 Hours)**

ABC Inventory Control: Managing inventories by ABC - Multi - echelon inventory systems - Managing inventory in multi echelon networks - Managing inventory in single echelon networks. Various approaches - Distribution approaches - The true multi echelon approach.

Module V

(15 Hours)

The Principles and Performance Measures of Material Handling Systems: Introduction. Vehicle travel path (time) - Handling time - vehicle utilization - no of loads completed - congestion - Effective performance systems - Fundamentals of various types of material handling systems - automated storage and retrieval systems Bar coding technology and applications RFID technology.

Books for Reference

- Martin Christopher. Logistics and Supply Chain Management. Pearson 2.
- Raghuram G. Logistics and Supply Chain Management. Mac Millan
- Bose & D Chandra. Inventory Management. 1st Edition. 2. Sridhara Bhat. Inventory Management. 2nd Edition. 3. Bose & D Chandra. Inventory Management. 1st Edition.



General Component : Environment Science And Human Rights (LMG3CMT0223)

60 Hours

4 Credits

Course Outcomes

- On the completion of the course, the learner will be able
- Demonstrate the awareness and concern about current environmental issues
- Develop healthy respect and sensitivity to the environment
- Distinguish between various ecosystems
- Differentiate the functions of United Nations and other global bodies
- Develop pride in social and environmental activism

Module I

(12 Hr)

Multidisciplinary nature of environmental studies: Definition, scope and importance; Need for public awareness. Natural Resources: Renewable and non-renewable resources: Natural resources and associated problems.

a) Forest resources: Use and over-exploitation, deforestation, case studies. Timber extraction, mining, dams and their effects on forest and tribal people.

b) Water resources: Use and over-utilization of surface and ground water, floods, drought, conflicts over water, dams-benefits and problems.

c) Mineral resources: Use and exploitation, environmental effects of extracting and using mineral resources, case studies.

d) Food resources: World food problems, changes caused by agriculture and overgrazing, effects of modern agriculture, fertilizer-pesticide problems, water logging, salinity, case studies.

e) Energy resources: Growing energy needs, renewable and non-renewable energy sources, use of alternate energy sources, Case studies.

f) Land resources: Land as a resource, land degradation, man induced landslides, soil erosion and desertification Role of individuals in conservation of natural resources. Equitable use of resources for sustainable lifestyles.

Module II**(12 Hours)**

Ecosystems: Concept of an ecosystem; Structure and function of an ecosystem; Producers, consumers and decomposers; Energy flow in the ecosystem; Ecological succession; Food chains, food webs and ecological Pyramids: Introduction, types, characteristic features, structure and function of the given ecosystem:- Forest ecosystem

Biodiversity and its conservation: Introduction; Biogeographical classification of India; Value of biodiversity: consumptive use, productive use, social, ethical, aesthetic and option values.; India as a mega-diversity nation; Hot-spots of biodiversity; Threats to biodiversity: habitat loss, poaching of wildlife, man-wildlife conflicts; Endangered and endemic species of India

Module III**(12 Hours)**

Environmental Pollution: Definition, Causes, effects and control measures of: - Air pollution, Water pollution, Soil pollution, Marine pollution, Noise pollution, Thermal pollution, Nuclear hazards; Solid waste Management: Causes, effects and control measures of urban and industrial wastes.; Role of an individual in prevention of pollution, Pollution case studies; Disaster management: floods, earthquake, cyclone and landslides.

Social Issues and the Environment: Urban problems related to energy; Water conservation, rain water harvesting, watershed management; Resettlement and rehabilitation of people: its problems and concerns, Case studies; Environmental ethics: Issues and possible solutions; Climate change, global warming, acid rain, ozone layer depletion, nuclear accidents and holocaust, Case studies; Consumerism and waste products; Environment Protection Act; Air (Prevention and Control of Pollution) Act; Water (Prevention and control of Pollution) Act; Wildlife Protection Act; Forest Conservation Act; Issues involved in enforcement of environmental legislation; Public awareness

Module IV**(12 Hours)**

Introduction to Environment and Business - Introduction of ways in which business has and is responding to environmental and business issues, business and sustainable development; issues of corporate/business greening.

Green Entrepreneurship - What is green entrepreneurship, definition, meaning, scope, nature and characteristics. Green entrepreneurship in India. Difference between conventional and green entrepreneurship.

Module V

(12 Hours)

Human Rights- An Introduction to Human Rights, Meaning, concept and development, Three Generations of Human Rights (Civil and Political Rights; Economic, Social and Cultural Rights).

Human Rights and United Nations- contributions, main human rights related organs - UNESCO, UNICEF, WHO, ILO, Declarations for women and children, Universal Declaration of Human Rights.

Human Rights in India- Fundamental rights and Indian Constitution, Rights for children and women, Scheduled Castes, Scheduled Tribes, Other Backward Castes and Minorities

Environment and Human Rights- Right to Clean Environment and Public Safety: Issues of Industrial Pollution, Prevention, Rehabilitation and Safety Aspect of New Technologies such as Chemical and Nuclear Technologies, Issues of Waste Disposal, Protection of Environment

Conservation of natural resources and human rights: Reports, Case studies and policy formulation. Conservation issues of western ghats- mention Gadgil committee report, Kasthuriengan report. Overexploitation of groundwater resources, marine fisheries, sand mining etc.

Reference:

- Marketing Management: Philip Kotler, Jha & Koshy Pearson Education, New Delhi
- Marketing-Planning implementation and control Philip Kotler Prentice Hall
- Marketing Management Text and Cases SHH Kazmi Excel Books, New Delhi
- Marketing Management V. S Ramaswami S. Namakumary MacMillan Publishers, New Delhi
- Marketing Management CranfieldAne Books, New Delhi
- Marketing Research D. D Sharma Sultan Chand And Sons
- A Framework for Marketing management Philip Kotler & Kevin Keller Pearson, 5th edition
- Marketing management Biplab S Bose Himalaya Publishing House, Mumbai

General Component: Enterprise Resource Planning Lab (LMG3CMP0123)

60 Hours

4 Credits

Course Outcomes

- The student will create their own company using the software, enter voucher entries including advanced ones, reconcile bank statements, etc.
- The student will possess required skills and make them employable.
- The student will be able to work with accounting software with ease.
- The student will be able to prepare the financial statement of a company.

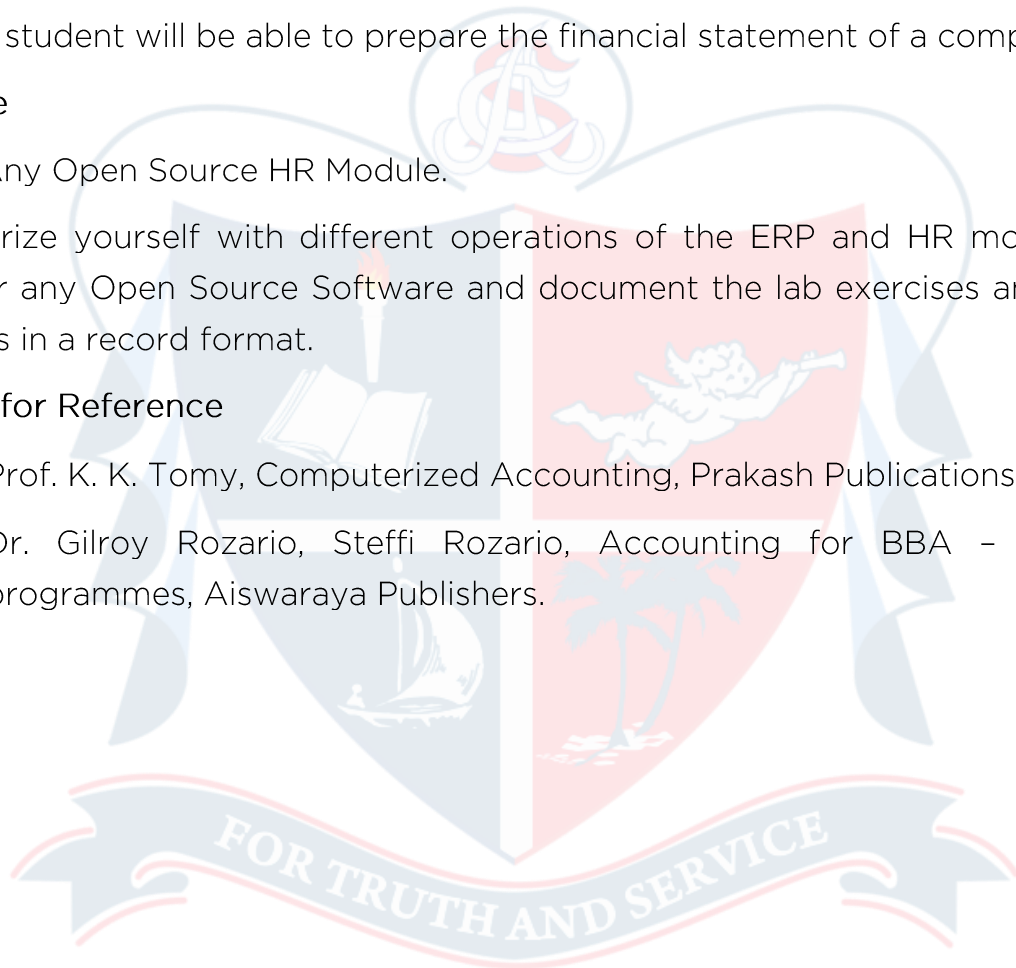
Module

Tally/Any Open Source HR Module.

Familiarize yourself with different operations of the ERP and HR module of Tally or any Open Source Software and document the lab exercises and their outputs in a record format.

Books for Reference

- Prof. K. K. Tomy, Computerized Accounting, Prakash Publications
- Dr. Gilroy Rozario, Steffi Rozario, Accounting for BBA – B Voc programmes, Aiswaraya Publishers.

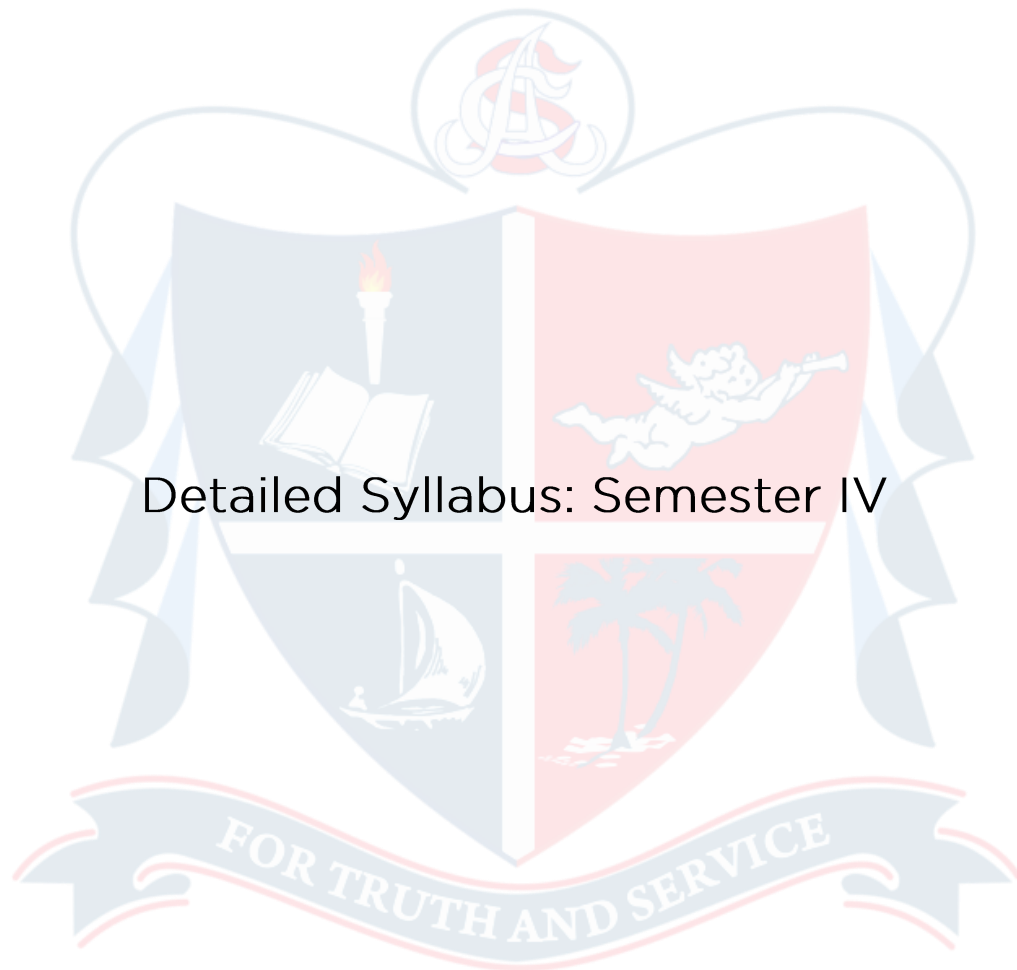


On The Job Training - II (LMG3OJT0123)

3 Credits

The student will attach himself with a logistic organization approved by the Department for a period of two weeks for Industry Training. The student should actively participate in the operations of the organization and should work like any other employee of that organization. At the end of the on the job Training, the student should prepare a comprehensive report) and present the report with the aid of PPT to the corresponding teachers. Students should also produce a certificate of internship from the organization. All the above details should be submitted to the Department for evaluation.





Detailed Syllabus: Semester IV

General Component: Supply Chain Management (LMG4CMT0123)

60 Hours

4 Credits

Course Outcomes

- Identify the nature and functions of supply chain management.
- Understand the emerging trends of supply chain management
- Utilize sourcing and supplies management
- Construct Forecasting Systems Design
- Develop and utilize critical management skills such as negotiating, working effectively within a diverse business environment, ethical decision making and use of information technology.

Module I

(15 Hours)

Supply Chain Management and Logistics: An Introduction - Integrated Logistics Management - Concept - Evolution and Development - Difference - Role - Scope - Functions and Importance - The new Manufacturing and Distribution Practices in the light of Globalized Economy - Local and International Supply Chains - Benefits and Issues - Types of Supply Chains and examples - Strategic, tactical, operational decisions in supply chain - SCM building blocks - Supply Chain Drivers and Obstacles - International Logistics and Supply Chain Management - The Total Cost Concept and Logistics and SCM Trade-Offs.

Module II

(10 Hours)

Key Supply Chain Business Processes: Planning - Sourcing - Producing - Distributing and Paying - Managing material flow and distribution - Distribution and Planning Strategy - Warehousing and Operations Management - Transportation Management - Inventory Management.

Module III

(10 Hours)

Purchasing and Supplier Management: Sourcing and Supplies Management, Outsourcing -Global Sourcing - Vendor Identification - Selection - Evaluation - Development - Supplier Relationship Management - Supplier Quality Management - Supply Chain Performance.

Module IV

(15 Hours)

Forecasting Systems Design: Customer Service Management and Measurements - CRM - Manufacturing Logistics - Pricing Strategies - SCM Relationships - Third Party Logistics and Fourth Party Logistics - SCM Network Design and Facilities Development - SCM Planning and Development Strategies - Supply Chain Uncertainties - Supply Chain Vulnerabilities.

Module V

(10 Hours)

Supply Chain Coordination and Integration: Role of IT, Impact of Internet and E-Business -IT enabled SCM, Future of SCM.

Books for Reference

- Martin Christopher. Logistics and Supply Chain Management Sunil Chopra and Peter Meindal. Supply Chain Management
- Donald J. Bowersox and David J. Closs. Integrated Logistics Management
- N. Chandrasekharan, Supply Chain Management



**Skill Component: Shipping And Ocean Freight Logistics Management
(LMG4CRT0123)**

90 Hours

6 Credits

Course Outcomes

- Students are able to get an outline about the shipping industry and its service operations.
- Building knowledge in documentation and the importance of rights and duties involved in shipping and maritime
- They will be imparted the knowledge about containerization and the new technologies in the field.
- To make the students capable of formulating of volume and weight calculations

Estimating various billings

Module I

(18 Hours)

Shipping Industry and Business: Description of a ship - Uses of a ship or a floating vessel - Classification of ship(route point)(cargo carried) - Superstructure - Tonnages and Cubics - Drafts and Load lines - Flag Registration - Different Cargo (Packing, Utility or Value) - Trimming - Cleansing Unitized Cargo.

Module II

(19 Hours)

Stevedoring, Lighterage Services and Security: Port Trusts - Operational unit - Services -Seaports - Vessel Operations - Pilotage - Stevedoring - Dock Labour Boards - charges - Automated Container Handling - Security at Ports and Harbors - Role of Security Agencies - Lighterage Services.

ModuleIII

(15 Hours)

Shipping Lines: Hub and Spoke - Process Flow - Advices _ Booking - Containerization -Containers- Container Numbering - Process Flow - Shipping Sales - Leads - Quotations - Customer Service.

Module IV

(18 Hours)

Operations: Volume/Weight Calculations - Shipment Planning Basics - Preparing andLoading Containers - Types of container services - FCL - Consolidation - LCL - Advanced Scientific Shipment Panning - Container De-

stuffing.

Module V

(20 Hours)

Documentation: Billing of Lading Basics – MBL – HBL – CY – CFS – Advanced Learning in Bills of Lading – Sea Waybill – Combined Transport – MTO – Multimodal Transport Document (MTD) – Invoicing – Release of Cargo – Cross Trade and Documentation – Conditions of Contract – Managing Key Accounts – Trade Lane Development – Consortium.

Books for Reference

- John F. Wilson. Carriage of Goods by Sea. Harlow: Longman J.R. Whittaker. Containerization. Hemisphere: Wiley
- Cyril Frederick Hardy Cufley. Ocean Freights and Chartering. Adlard Coles Nautical NNM/



Skill Component: Export & Import- Policies & Procedures (LMG4CRT0223)
90 Hours **6 Credits**

Course Outcomes

- Students are able to get an outline about the shipping industry and its service operations.
- Building knowledge in documentation and the importance of rights and duties involved in shipping and maritime
- They will be imparted the knowledge about containerization and the new technologies in the field.
- To make the students capable of formulating of volume and weight calculations
- Estimating various billings

Module I **(15 Hours)**

International Trade: Reasons, Features, Benefits, Advantages. Registration Formalities, Types of Exporters – Manufacturer/Merchant Exporter. Methods of entry into foreign market.

Module II **(20 Hours)**

Documentation: A.D.S. – Commercial and Regulatory Documents viz L/C, B/L, Shipping Bill, Invoice, Pricing Factors, Objectives, Strategies. Payment Terms – L/C, D/A, D/P. Sale Terms – FOB, CIF, C&F. Financing – Pre-Shipment and Post-Shipment. Insurance-Marine, Credit, Exchange Rate. Calculation of FOB, CIF and C&F Prices.

Module III **(20 Hours)**

F.T.P.(Latest): Highlights. Export Incentives, Schemes, Assistance viz EPCG, FMS, FPS, MDA, DBK, Institutional Framework – Export Promotion Organization viz EPC, CB, DGFT, FIEO, ICA.

Module IV **(15 Hours)**

Processing of an Export Order: Quality Control, Pre-Shipment Inspection, INCOTERMS. Realizing Payment of Export Proceeds, Negotiation of Documents – CHA, SEZ, EOU, Deemed Exports.

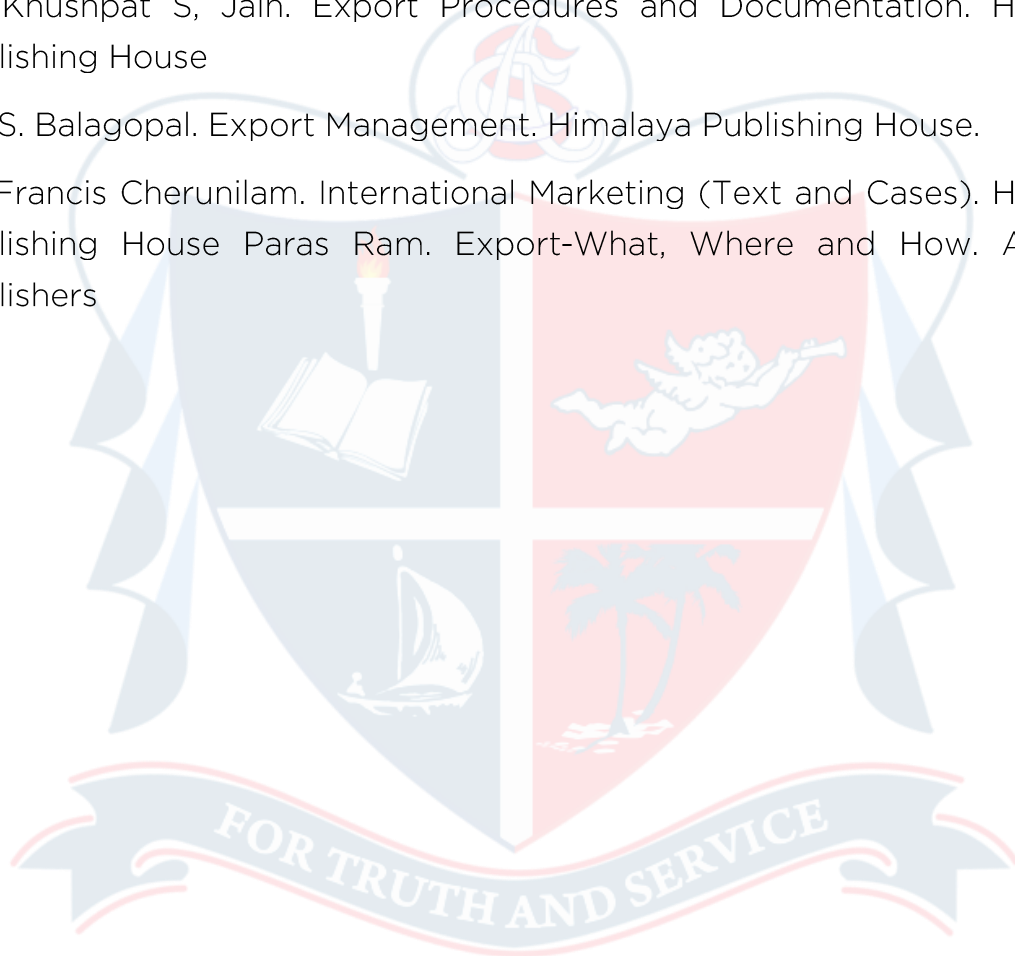
Module V

(20 Hours)

Imports: Preliminaries, Procedures, Policies, Prohibited/Negative/Canalized List. Documentation - Bill of Entry, Customs Formalities, Categories of Importers, Retirement of Import Documents. Excise Formalities. Trading Blocs, Tariff and Non-Tariff Barriers, European Union, NAFTA.

Books for Reference

- Government of India: Export - Import Policy
- Dr. Khushpat S, Jain. Export Procedures and Documentation. Himalaya Publishing House
- T.A.S. Balagopal. Export Management. Himalaya Publishing House.
- Dr. Francis Cherunilam. International Marketing (Text and Cases). Himalaya Publishing House Paras Ram. Export-What, Where and How. Anupam Publishers



**General Component: Business Ethics and Global Business Management
(LMG4CMT0223)**

60 Hours

4 Credits

Course Outcomes

- Students will be able to demonstrate the skills to recognise and resolve ethical issues in business.
- Students will be able to develop awareness and critically examine one's own values, and appreciate the relevance of personal values in the business/workplace setting.
- Students will be encouraged to reflect on the ethical dimension of one's own decision-making in the workplace and other settings.
- Students will be able to relate the principles of ethics in global business
- Students will be able to relate to the importance of CSR activities.

Module I

(10 Hours)

Indian Ethos and Values: Values of Indian culture and society – Models of management in the Indian socio-political environment – Indian work ethos – Indian heritage in production and consumption – Indian mythologies and values/culture – western culture vs. Indian culture.

Module II

(10 Hours)

Introduction to Business Ethics: Definition of ethics and business ethics – Law vs. Ethics – Ethical principles in business – approaches to business ethics: Teleology, Deontology and Utilitarianism – importance of business ethics – debate for and against business ethics.

Module III

(10 Hours)

Ethical Decision Making in Business: Ethical dilemmas in business – ethical universalism and relativism in business – factors affecting the business ethics – process of ethical decision-making in business – individual differences in managers and ethical judgment – whistle blowing.

Module IV

(15 Hours)

Ethics in Functional Areas: Ethical issues in functional areas: Marketing, HR, Production, IT/Systems and Finance – Environmental ethics – Gender ethics – CSR as business ethics – Ethics in international business

Module V

(15 Hours)

Ethics Management: Role of organizational culture in Ethics - structure of ethics management: Ethics programmes, code of conduct, ethics committee, ethics officers and the CEO - communicating ethics: communication principles, channels, training programmes and evaluation - Ethics audit - corporate governance and ethical responsibility - transparency international and other ethical bodies - recent trends, issues and cases.

Books for Reference

- Chakraborty S. K. (1995), Ethics in Management, Oxford University Press.
- Chakraborty S. K. (2003), Management and Ethics Omnibus, Oxford University Press
- Ghosh P. K. (2010), Business Ethics, Vrinda Publications.
- John R. Boatright (2008), Ethics and the Conduct of Business, Pearson Education.
- Daniel Albuquerque (2010), Business Ethics, Oxford University Press.
- Manuel G. Velasquez (2008), Business Ethics, Pearson Prentice-Hall.
- Linda K. Trevino and Katherine A. Nelson (1995), Managing Business Ethics, John Wiley & Sons.
- Sekhar R. C. (1997), Ethical Choices in Business, Response Books.
- Fernando A. C. (2009), Business Ethics, Pearson Education.



General Component: Soft skills and Personality Development
(LMG4CMT0323)

60 Hours

4 Credits

Course Outcomes

- Students will be able to develop self-awareness, personal development and life skills.
- Students will be able to identify, understand and utilize theories of leadership to a wide range of situations and interactions.
- Students will be able to develop and demonstrate team building skills and thereby solve real time problems.
- Students will develop and articulate respect for the diversity of talents, way of learning and knowing.
- Students will be able to improve and demonstrate better presentation skills and performance at interviews.

Module I

(15 Hours)

Personal Skills: Knowing oneself- confidence building- defining strengths- thinking creatively- personal values-time and stress management.

Module II

(10 Hours)

Social Skills: Appropriate and contextual use of language - non-verbal communication-interpersonal skills- problem solving.

Module III

(15 Hours)

Personality Development: Personal grooming and business etiquettes, corporate etiquette, social etiquette and telephone etiquette, role play and body language.

Module IV

(10 Hours)

Presentation skills: Group discussion- mock Group Discussion using video recording -Public Speaking.

Module V

(10 Hours)

Professional Skills: Organisational Skills - Team work - Business and Technical Correspondence - CV vs Resume, CV Creation job oriented skills-professional etiquettes.

Books for Reference

- MatilaTreece: Successful communication: Allyun and BacoPubharkat.
- Jon Lisa Interatid skills in Tourist Travel Industry Longman Group Ltd.
- Robert T. Reilly - Effective communication in tourist travel, Industry Publication Dilnas.
- Boves. Thill Business Communication Today Mcycans Hills Publication.
- Dark Studying International Communication Sage Publication.
- Murphy Hidderandt Thomas Effective Business Communication Mc Graw Hill.

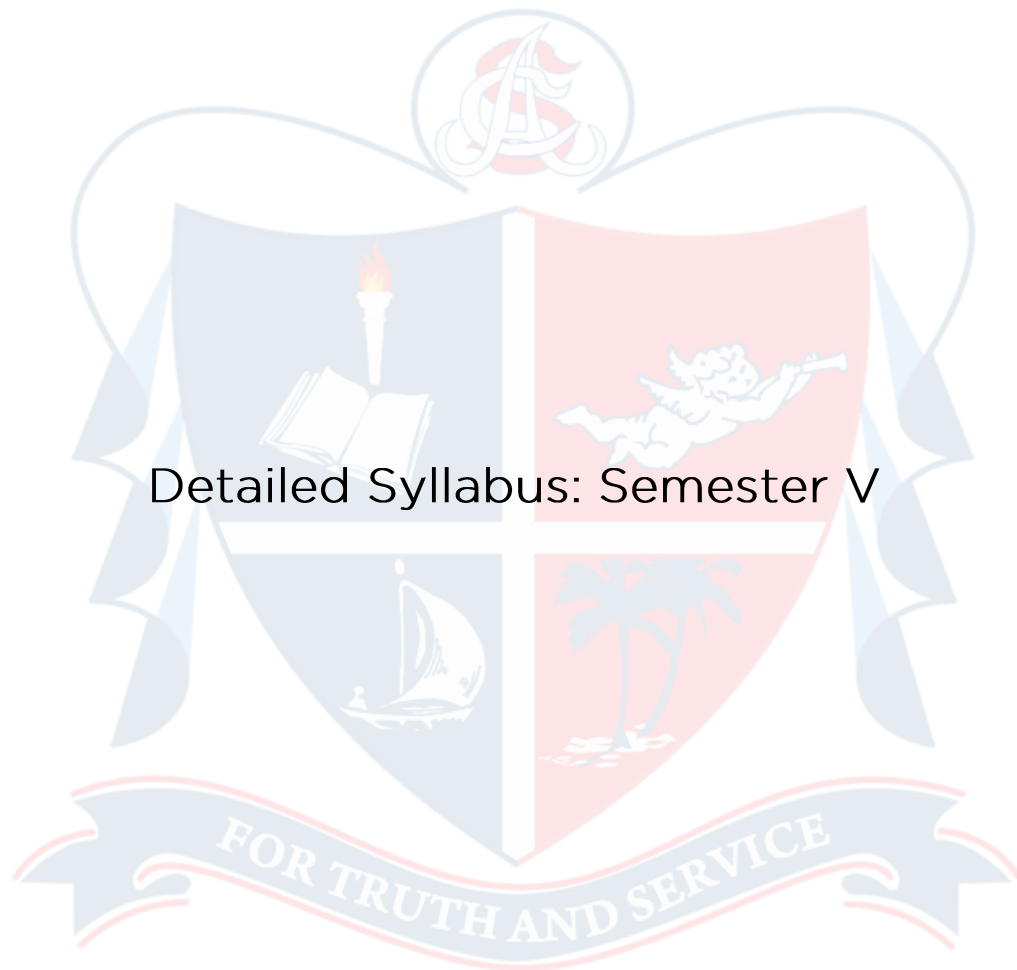


Internship II (LMG4CPR0123)

6 Credits

The student will attach himself with a logistic organization approved by the Department for a period of 4 weeks for Industry Training. The student should actively participate in the operations of the organization and should work like any other employee of that organization. At the end of the internship, the student should prepare a comprehensive report (not less than 40 pages, A4 size). The report of the work done by the student should be attested by the organization. Students should also produce a certificate of internship from the organization. All the above details should be submitted to the Department for evaluation.





Detailed Syllabus: Semester V

General Component: Enterprise Resource Planning (LMG5CMT0123)

4 Credits

60 Hours

Course Outcomes

- The student will be able to understand the basic enterprise systems.
- The student will be able to explain the scope of common enterprise systems.
- The student will be able to explain the challenges associated with implementing enterprise systems and their impacts on organizations.
- The student will be informed on user behavior and the importance of networking.
- The student will be able to propose effective approaches to develop management information systems value, using information and building IT capabilities in specific situations.

Module I

(12 Hours)

Enterprise Resource Planning: Evolution of ERP, MRP and MRP II, problems of systems/Islands, need for system integration and interface, enterprise wide software solutions, difference between integrated and traditional information systems, early and new ERP packages, overview of ERP packages, ERP products and markets - players and characteristics, benefits of ERP implementations, critical success factors, pitfalls.

Module II

(12 Hours)

Selection and Implementation: Opportunities and problems in ERP selection and implementation, ERP implementation, identifying ERP benefits, team formation-consultant intervention - Business Process Reengineering (BPR) concepts, The emergence of reengineering, concepts of business process - rethinking of change management - integrating with other systems, Post ERP implementation.

Module III

(12 Hours)

Modules in ERP: Business modules of ERP package, functional architecture, salient features of each module of ERP, comparison of ERP packages. Implementation of ERP systems, Business process modeling, Gap analysis, Framework for ERP implementation, business process, emerging trends in

business process, selection of ERP process of ERP implementation- managing changes in IT organization – preparing IT infrastructure, measuring benefits of ERP, implementation obstacles, risk factors.

Module IV (12 Hours)

Technical Architecture of ERP Systems: Communication and networking facilities –distributed computing, client server systems, concepts of business objects, distributed object, computing architecture, support for data mining and warehousing, EDI – internet and related technologies – Net technologies.

Module V (12 Hours)

ERP and Supply Chain Management: Extending scope of ERP through SCM, The concept of value chain differentiation between ERP and SCM – issues in selection and implementation of SCM solutions – E-business and ERP – BI – SAAS – business opportunities – basic and advanced business models on internet – security and privacy issues – recent developments – future and growth of ERP – role of ERP in international business.

Books for Reference

- Hammer, Micheal and JamtsChamby, Reengineering the corporation, 1997. Leon, alexix Countdown 2000. Tata McGraw
- Ptak, Carol A. & Eli Schragenheim, Enterprise Systems for Management, St. Lucie Press NY.
- Luvai
- F. Motiwalla, Enterprise Systems for Management Mary Sumner, Enterprise Resource Planning Rahul V. Altekar, Enterprise Resource Planning JyothindraZaveri, Enterprise Resource Planning Ashim Raj Singla, Enterprise Resource Planning
- D.P. Goyal, Enterprise Resource Planning

General Component: Financial Management (LMG5CMT0223)

60 Hours

4 Credits

Course Outcomes

- The student will be able to create familiarity in the financial environment.
- The student will be able to find alternative sources of finance for a company's capital.
- The student will be able to apply techniques to manage a firm's working capital.
- It will help the student to evaluate the company's performance and enable them to make recommendations in financial decisions.
- The student will be able to analyse the dividend decisions of a company to make appropriate decisions.

Module I

(10 Hours)

Finance functions, recording - Definition and scope of finance functions - Profit maximization Vs wealth maximization goal- organization of finance function. Sources of finance - short term - Bank sources - Long term - shares - debentures, preferred stock- debt.

Module II

(10 Hours)

Working capital management - concept - Determinants - cash management - Receivables management.

Module III

(15 Hours)

Financing Decisions. Cost of Capital - cost of specific source of capital - Equity - preferred stock - debt - reserves - weighted average cost of capital.

Module IV

(15 Hours)

Capital structure - factors influencing capital structure capital- optimal capital structure: Theories of capital structure-Leverage - meaning and types.

Module V

(10 Hours)

Dividend decision- meaning and significance of dividend decision -Modigliani and Miller Approach - theory of relevance - Walter's model - Gordon's model - Corporate Dividend practice in India.

Books for Reference

- I.M. Pandey. Financial Management. Vikas Publications
- Khan M.Y., Jain P.K. Financial Management – Test and Problems. TMH
- Prasanna Chandra. Financial Management – Theory and Practice. TMH.



General Course: Research Methodology (LMG5CMT0323)

60 Hours

4 Credits

Course Outcomes

- Students will be able to explain the types, process and design of doing research.
- Students will be able to explain various research methods and techniques of data collection and analysis.
- Students will be able to formulate research questions and select a research approach, applying research methodology
- Students will be able to design a study and select specific methods and techniques appropriate for answering questions.
- The practical skills of students will be enhanced for conducting both qualitative and quantitative study.

Module I**(12 Hours)**

Research methodology- meaning. Research, meaning, objectives, significance. Research process- different steps, criteria for good research. Types of research descriptive, analytical, applied, fundamental, quantitative, qualitative, empirical and conceptual.

Module II**(12 Hours)**

Selection of research problems - sources - technique involved in defining a problem.

Module III**(12 Hours)**

Research design - meaning - need, concepts - elements. Sampling design - steps, criteria of selecting a sampling procedure - sampling process

Module IV**(12 Hours)**

Types of data - primary data - meaning - advantages - disadvantages - methods of collecting primary data - sources. Secondary data - meaning, advantages - disadvantages - sources.

Module V**(12 Hours)**

Interpretation - meaning - techniques - of interpretation. Report writing - significance types of reports; (technical and popular) steps - layout -oral

presentation. Note on course work. This course should not be taught in the conventional lecture method alone. Every lecture should be complemented by an appropriate activity (For example, reference, assignments, project reports etc.).

Books for Reference

- Research methodology, OR Krishnamoorthi, Himalaya publishing house, Mumbai SI No. Title Author Publishing & Year 1
- Research Methodology Ranjith Kumar Pearson, 2nd edition 2
- Research Methods for management Dr S.ShajahanJaico Publishing House
- Research Methodology. methods and techniques C.R.Kothari New Age International publishers Research Methods Ram Ahuja Rawat publications
- Research Methodology K.R.Sharma National Publishing House



**Skill Component: Transportation and Distribution Management
(LMG5CRT0123)**

75 Hours

5 Credits

Course Outcomes

- The student will be able to develop and understand the importance of transportation and distribution strategy and the conduct of logistics operations.
- It will help the students to develop understanding of logistics interrelationships and customer service and facility location policies.
- The student will be able to identify principles and strategies for establishing efficient, effective and sustainable operations.
- It will make students capable of decision making in routing and scheduling transportation.
- The student will be able to assess the performance of transportation operations using geographic information and various inspection systems.

Module I

(15 Hours)

Introduction: Role of distribution in supply chain – transportation management – warehousing concepts – designing distribution channels – understanding distribution costs, Advantages of distribution models – disadvantages of distribution models – pre-requisites of distribution – comparison of distribution networks.

Module II

(15 Hours)

Distribution Network Planning: Various factors in distribution – delivery lead time and local facilities – optimization approach and techniques – material management process – role of transportation – transportation principles and participants – contribution of various agencies in transportation.

Module III

(15 Hours)

Transportation Models: Performance characteristics and selection – various models of transportation(multimodal) – merits of each model of transportation – transportation performance costs and value measures – understanding – comparing – cost components of multimodal transportation.

Module IV

(15 Hours)

Transportation Routing Decisions: Transportation administration - transportation operations management - consolidation of freight - cost negotiations - various trends in transportation application of information technology in transportation - E commerce - intelligent transport management system.

Module V

(15 Hours)

Transit Operation Softwares: Geographic information systems - advanced fleet management systems intermodal freight technology - transport security initiatives and role of technology - various inspection systems.

Books for Reference

- Sunil Chopra, Supply Chain Management Agarwal, Logistics Supply Chain Management Saple, Logistics Management



Skill Component: Inventory Management (LMG5CRT0223)

75 Hours

5 Credits

Course Outcomes

- It will help students to develop and understand the importance of inventory in warehouse management.
- The student will be able to understand the logistics interrelationships and customer service and facility location policies.
- The student will be able to apply selective inventory control techniques like Economic Order Quantity, Safety Stocks etc.
- The student will be able to apply inventory management techniques like Just in Time(JIT) and Make or Buy Decisions.
- The student will be able to use Computers in Inventory Management

Module I

(10 Hours)

Inventory: Inventory Management – Inventory Control – Importance and Scope of Inventory Control Types of Inventory – Costs Associated with Inventory – Organizational set up for Inventory Management.

Module II

(20 Hours)

Selective Inventory Control: Economic Order Quantity – Safety Stocks – Inventory Management Systems – Forecasting Techniques – Material Requirement Planning and Execution – Ratio Analysis on Inventory – Profit Margin.

Module III

(15 Hours)

Manufacturing Planning(MRP-II): Just in Time(JIT) – Work in Process Inventories – Make or Buy Decisions – Concept of Outsourcing – Factors Influencing Make or Buy Decisions – Trends in Make or Buy Decisions in context of core competency.

Module IV

(15 Hours)

Purpose of Inventory: Goods – Types of Goods – Finished Goods Inventories – General Management of Inventory – Stocks – Types of Stocks – Tracking the Paper Life.

Module V

(15 Hours)

Spare Parts Inventories: Use of Computers in Inventory Management – Evaluation of Performance of Materials Function – Criteria and methodology of evaluation.

Books for Reference

- Bose & D Chandra. Inventory Management. 1stEdition.
- Sridhara Bhat. Inventory Management. 2ndEdition.
- Bose & D Chandra. Inventory Management. 1stEdition.



Skill Component: Air Cargo Logistics Management (LMG5CRT0323)

75 Hours

5 Credits

Course Outcomes

- It will help the students to analyse the strategies of key industry stakeholders and discuss how value is delivered in international air logistics chains.
- The student will be able to apply ground handling principles of air-cargo.
- It will help to understand the government air cargo securities and regulations.
- The student will be able to analyse the global supply chain trends and strategic alliances.
- The student will be able to develop a system of air freight forwarding and cargo operations.

Module I

(15 Hours)

Introduction to Air Cargo: Aviation and airline terminology – IATA areas – country – currency – airlines – aircraft layout – different types of aircraft – aircraft manufacturers – ULD – International air routes – airports – codes – consortium – hub & spoke – process flow.

Module II

(16 Hours)

Introduction to Airline Industry: History – Regulatory bodies – navigation systems – air transport system – functions – customers – standardization – management – airside – terminal area – landside operations – civil aviation – safety and security – aircraft operator's security program – security v/s facilitation – ICAO security manual – training and awareness – rescue and fire fighting – issues and challenges – industry regulations – future of the industry.

Module III

(15 Hours)

Airline marketing and customer service standardization in logistics – airfreight exports and imports – sales and marketing – understanding marketing, environment, marketing research, strategies and planning, audits, segmentation, SWOT, marketing management control, consignee controlled cargo – sales leads – routing instructions – customer service, future trends.

Module IV**(15 Hours)**

Air Freight Forwarding: Air freight exports and imports – special cargoes – consolidation – documentation – Air Way Bill (AWB) – communication – handling COD shipments – POD – conditions of contract – dangerous (DGR) or hazardous goods.

Module V**(14 Hours)**

Advices - Booking – SLI – Labeling – Volume/Weight ratio – shipment planning – TACT – Air cargo rates and charges – cargo operations – customer clearance.

Books for Reference

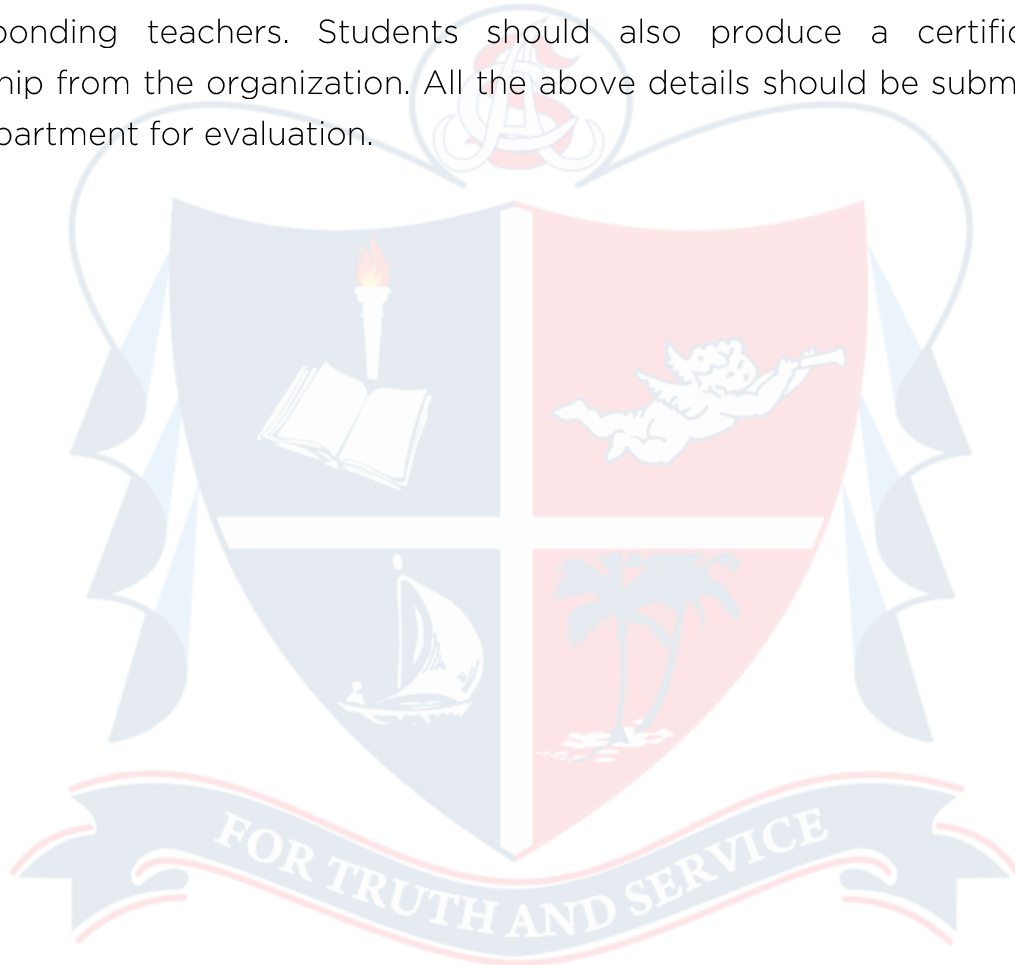
- Simon Taylor, Air transport logistics, Hampton
- Paul Jackson and William Brackenridge, Air cargo distributions: A management analysis of its economic and marketing benefits, Grower Press.
- Peter S. Smith, Air Freight: operations, marketing and economics, Faber
- Sung Chi-Chu, 4th Party Cyber Logistics for Air Cargo, Boston: Kluwer Academic Publishers. Mark Wang, Accelerated Logistics, Santa Monica CA.
- John Walter Wood, Airports: Some elements of design and future developments.
- P.S. Senguttavan, Fundamentals of Air transport management Oxford Atlas – Oxford Publishing
- Ratandeeep Singh, Aviation Century: Wings of change – A global survey.

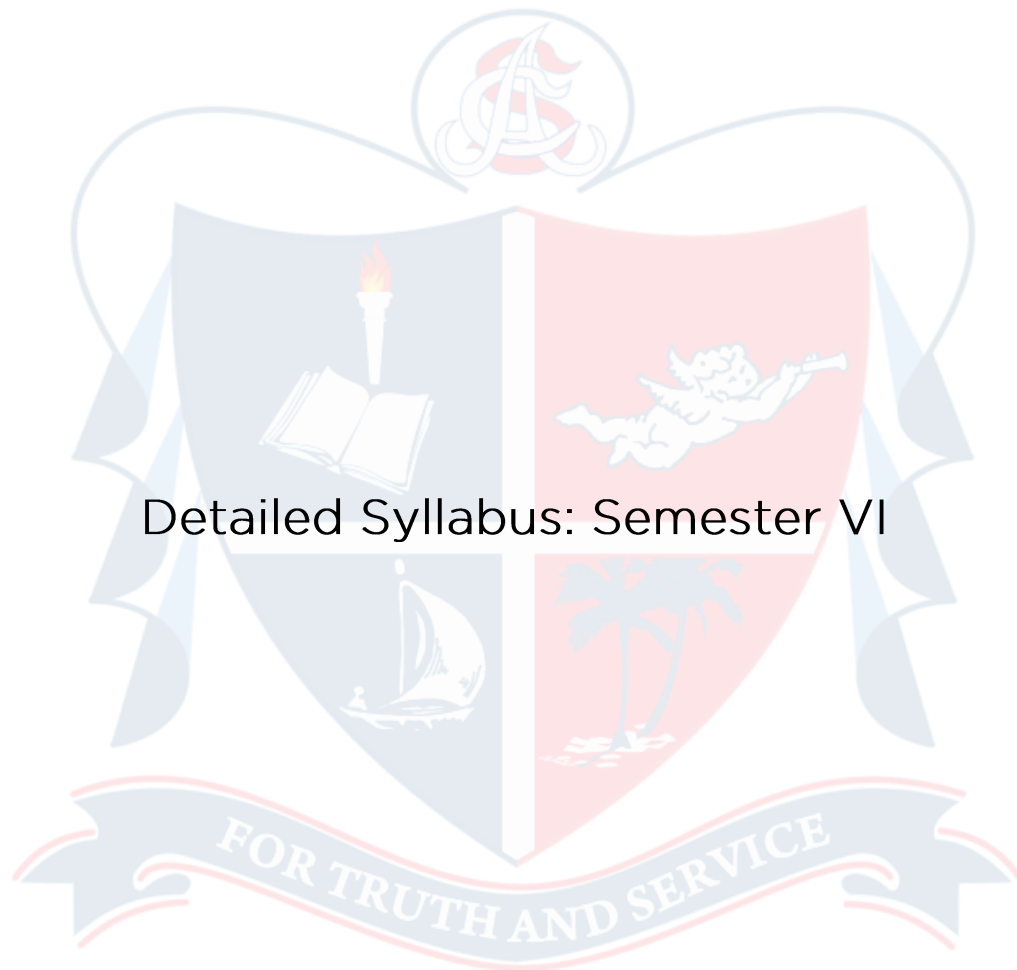
On The Job Training 3 (LMG5OJT0123)

3 Credits

The student will attach himself with a logistic organization approved by the Department for a Period of 2 weeks for Industry Training. The student should actively participate in the operations of the organization and should work like any other employee of that organization.

At the end of the On the job Training, the student should prepare a comprehensive report) and present the report with the aid of PPT to the corresponding teachers. Students should also produce a certificate of internship from the organization. All the above details should be submitted to the Department for evaluation.





Detailed Syllabus: Semester VI

General Component: Retail Management (LMG6CMT0123)

60 Hours

4 Credits

Course Outcomes

- The student will be able to familiarise about the retail operations and the factors influencing its success.
- The student will be able to get the knowledge how to create a shopping experience that builds customer loyalty.
- The student will be able to learn the functions that support service and sales and understand how to drive sales growth.
- The student will be able to outline the considerations taken by retailers when buying merchandise.
- The student will be able to evaluate the key elements of the retail communication mix.

Module I

(10 Hours)

Introduction to Retailing: Retailing in India - significance of retail industry, types of retailers, retailer characteristics, types of merchandise, services retailing types of ownership, multi-channel retailing, retail market strategy.

Module II

(12 Hours)

Consumer Buying Behavior: The buying process, types of buying decisions, market segmentation, Information system and supply chain management, CRM process in retailing.

Module III

(12 Hours)

Retail Store Location: Site selection, Retail organization - human resource, finance and operation dimensions.

Module IV

(15 Hours)

The Merchandise Management: Managing the merchandise planning process, buying merchandise, retail pricing.

Module V

(11 Hours)

Retail Communication Mix: Store layout, design and visual merchandising, retail customer service.

Books for Reference

- Levy, Michael & Barton A. Weitz, Retailing Management, Irwin, London. Swapna Pradhan, Retailing Management, Tata Mc Graw Hill (3rd Edition), 2010 Piyush Kumar Sinha, Uniyal, Managing Retailing, Oxford University Press, 2007
- Chetan Bajaj, Rajnish Tuli&NidhiSrinivastava, Retail Management, Oxford University Press, 2010 Barry Berman & Joel Evans, Retail Management - A strategic Approach (11th Edition), 2010



Skill Component: International Logistics Management (LMG6CRT0123)**90 Hours****6 Credits****Course Outcomes**

- The student will be able to relate the concepts of logistics and global SCM.
- The student will be able to apply the principles of inventory, warehouse, procurement and outsourcing.
- The student will be able to relate the marketing and distribution concepts.
- The student will be able to recognise the requirements for transportation and international logistics.

Module I**(18 Hours)**

Integrated Logistics Management: Concept, Evolution and Development, Importance of logistics management in international business, International Logistics: functions and intermediaries. Issues involved in movement of goods. Logistics information system – positioning information in logistics, logistics information systems design, IT in logistics, strategic information linkage. Total cost approach to Logistics. Liabilities of carriers. Marine insurance for cargo.

Module II**(15 Hours)**

The General Structure of Shipping Industry: Cargo types, vessels and vessel characteristics, linear operations and tramp operations, chartering of bulk ocean carriers, the ocean linear conference system, freight structure and practices, coordination, role of intermediaries – forwarding and clearing agents, freight brokers, stevedores and shippers agents.

Module III**(22 Hours)**

Warehousing and Containerization: Warehousing, repacking and other value added service provided by logistics service providers. 3 PL and 4 PL logistics service. Performance measurement of logistic systems. Containerization: types of containers and ICDs. Layout and working of container terminals. Port system and subsystems, port organization and management. Responsibilities of port trusts, growth and status of ports in India, Inland water transport, issues in sea transport. Regulatory authorities for sea transport and their roles.

Module IV**(20 Hours)**

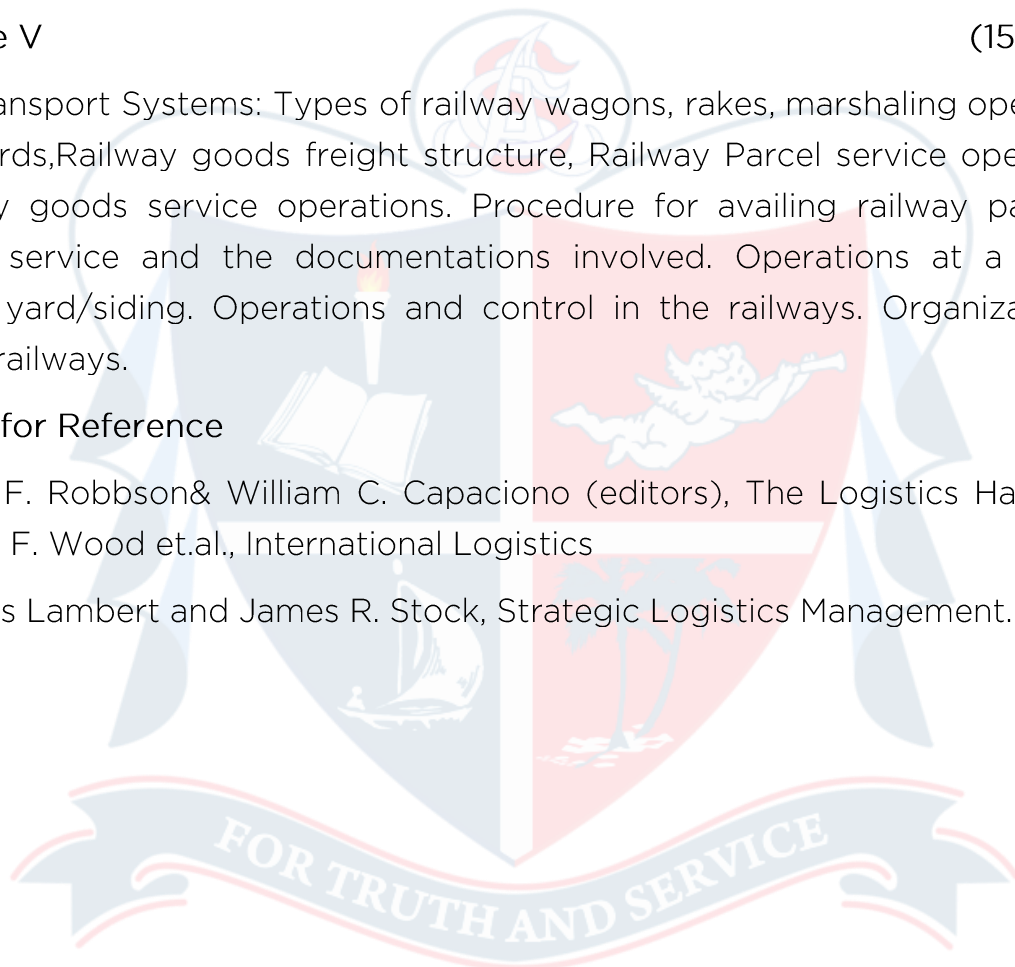
Introduction to Road Transport System: Classification of vehicles, road network in India, types of roads, road transport companies and their operation in full truckload business and in less than truckload business. Road parcel service business. Fleet management systems. Integrated logistics provided by road transport companies. Documents and permits required in the road transport system. Problems in road transport, regulatory authorities involved with the road transport system.

Module V**(15 Hours)**

Rail Transport Systems: Types of railway wagons, rakes, marshaling operations and yards, Railway goods freight structure, Railway Parcel service operations. Railway goods service operations. Procedure for availing railway parcel or goods service and the documentations involved. Operations at a railway goods yard/siding. Operations and control in the railways. Organization of Indian railways.

Books for Reference

James F. Robbison & William C. Capaciano (editors), The Logistics Handbook
Donald F. Wood et.al., International Logistics
Douglas Lambert and James R. Stock, Strategic Logistics Management.



General Component : Entrepreneurship Development (LMG6CMT0223)**60 Hours****4 Credits****Course Outcomes**

- The student will be able to define, identify and apply the principles of viability and growth through a strategy plan for implementing their own business.
- The student will be able to prepare startups business plans emphasising financing, marketing and organising.
- The student will be able to identify the new venture financing and growth financing for existing business.
- The student will be able to evaluate formalities for setting up a small business enterprise.
- The student will be able to create a project report.

Module I**(12 Hours)**

Entrepreneur Definition; traits and features; classification; Phases of Entrepreneurship; Intrapreneurship Entrepreneurs; Women entrepreneurs; Role of entrepreneur in Entrepreneurs in India.

Module II**(13 Hours)**

Entrepreneurial development programme concept; Need for training; phases of EDP; curriculum & contents of Training Programme; Support systems, Target Groups; Institutions conducting EDPs in India and Kerala.

Module III**(15 Hours)**

General awareness about identification of project financing new enterprises. Promotion of a venture; opportunity Analysis Project identification and selection; External environmental analysis economic, social, technological and competitive factors; Legal requirements for establishment of a new unit; loans; Overrun finance; Bridge finance; Venture capital; Providing finance in Approaching financing institutions for loans.

Module IV**(10 Hours)**

To identify different opportunities in small business. Small business Enterprise - Identifying the Business opportunity in various sectors - formalities for setting up of a small business enterprise - Institutions supporting small business

enterprise - EDII (Entrepreneurship Development Institute of India), O SLDO (Small Industries Development Organization NSIC (National small Industries Corporation Ltd). NIESBUD (National Institute for Entrepreneurship and small Business Development) Industrial Sickness in small business enterprise causes and remedies.

Module V

(10 Hours)

Project - Project formulation - Meaning of a project report ; significance ; Contents of Project Report - Planning commissions guidelines for formulating a project report - specimen of a project report, problems of entrepreneurs case studies of entrepreneurs.

Books for Reference

- Clifton, Davis S. and Fyvie, David E., Project Feasibility Analysis, John Wiley, New York, 1977. Desai A. N., Entrepreneur and Environment, Ashish, New Delhi, 1990.
- Drucker, Peter, Innovation and Entrepreneurship, Heinemann, London, 1985
- Jain Rajiv, Planning a Small Scale Industry: A guide to Entrepreneurs, S.S. Books, Delhi, 1984 Kumar S. A., Entrepreneurship in Small Industry, Discovery, New Delhi, 1990
- McClelland, D. C. and Winter, W. G., Motivating Economic Achievement, Free Press, New York, 1969



General Component: Customer Relationship Management (LMG6CMT0323)
60 Hours **4 Credits**

Course Outcomes

- The student will be able to understand the concepts of customer relationship management.
- The student will be able to learn the basics of analytical customer relationship management.
- The student will be able to define, identify and apply the principles of Customer relationship through a strategy plan for implementing their own business.
- The student will be able to apply IT systems in emphasising customer relationships and documentation automation.

Module I **(10 Hours)**

CRM Concepts: Acquiring customers, customers loyalty and optimizing customer relationships, strategic framework of CRM – origins, the role of CRM, Types of CRM, Key cross functional CRM processes.

Module II **(10 Hours)**

CRM Strategy: CRM strategy development process, customer strategy, The CRM value creation process – customer profitability, customer acquisition and retention. Cross selling Customer segment lifetime value.

Module III **(15 Hours)**

The multichannel integration process: Customers and the use of channels, sales force, call center, internet website, direct mail, e-commerce, m-commerce, channel integration, channel strategies- role of customer channel experience and channel categories.

Module IV **(10 Hours)**

Analytical CRM: Information management process in CRM. The data repository – data marts data warehouse. Analytical tools for data mining – visualization tools, segmentation, prediction tools, neural networks, decision trees, affinity grouping, churn management,

customer profiling and profitability analysis, OLAP, Data protection, privacy codes of practice.

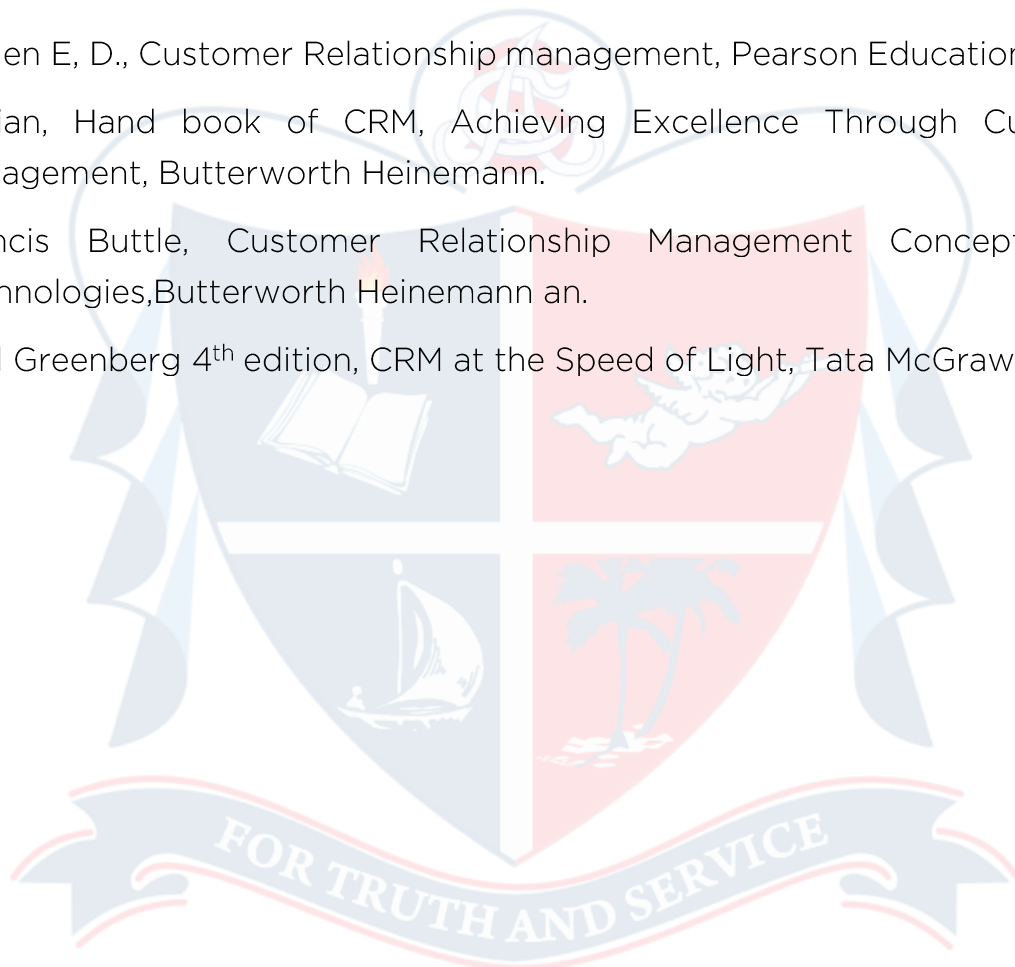
Module V

(15 Hours)

IT systems: Front office and back office applications – sales force automation, call centre management, marketing automation campaign management, Selecting a CRM solution. Organizing for CRM implementation, CRM change and project management. Establishing a CRM performance monitoring system – standards, metrics and key performance indicators, CRM budget and CRM return on investment.

Books for Reference

- Peelen E, D., Customer Relationship management, Pearson Education 2010.
- Adrian, Hand book of CRM, Achieving Excellence Through Customer Management, Butterworth Heinemann.
- Francis Buttle, Customer Relationship Management Concepts and Technologies, Butterworth Heinemann an.
- Paul Greenberg 4th edition, CRM at the Speed of Light, Tata McGrawHill.



Skill Component: Human Resource Management (LMG6CRT0223)

90 Hours

6 Credits

Course Outcomes

- The student will be able to explain the importance of human resources and their effective management in organizations.
- The student will be able to describe the meanings of terminology and tools used in managing employees effectively.
- The student will be able to analyse the key issues related to administering the human elements such as motivation, compensation, appraisal, career planning, training and development.
- The student will be able to outline the current theory and practice of recruitment and selection.

Module I

(18 Hours)

Definition: Nature, scope, role, objective or Personnel management, level of management, Organisation Of Personnel Dept. its functions, Ergonomics, Challenger and relevance of HRM. Manpower Planning.

Module II

(18 Hours)

Recruitment: Sources of recruitment, Selection- Selection process, Training - Definition. Types of training Executive Development.

Module III

(18 Hours)

Performance Appraisal: Techniques Promotion, Career Planning.

Module IV

(18 Hours)

Job Analysis: Job Design, Job Evaluation Wage. Definition, Factors affecting wage policy, Wage Boards Fringe Benefits, Perquisites, Incentives, Bonus, Profit sharing, VRS, Maintenance of service files pension.

Module V

(18 Hours)

Drafting Charge Sheets: Model standing orders, code of conduct, Bond of service, wage & salary records, E.S.I, P.F. Gratuity, pension and bonus records.

Books for Reference

- K. Aswathappa, Human resource and personnel management

- Gary Dessler, A frame work for human resource management
Mammoria&Mammoria, Personnel management
- Edwin Philipo, Personnel management.



Internship with Project (LMG6CPR0123)

6 Credits

The student will attach himself with a logistic organization approved by the Department for a period of four weeks for Industry Training. The student should actively participate in the operations of the organization and should work like any other employee of that organization. At the end of the internship, the student should prepare a comprehensive report (not less than 40 pages, A4 size). The report of the work done by the student should be attested by the organization. Students should also produce a certificate of internship from the organization. All the above details should be submitted to the Department for evaluation.



GIST OF CHANGES

Gist of changes proposed in the syllabus of B.Voc Logistics management from 2023 admission onwards .

Please find the following Existing and proposed syllabus for the subject in Department of Logistics (Semester I: Subject : FUNDAMENTALS OF ACCOUNTING)

Course Code	Course Title	GC/SC	Hours per week	Credits
LMG1CRT0123	Fundamentals of Accounting	SC	4	5

Skill Component

Subject Name: FUNDAMENTALS OF ACCOUNTING

Semester: I

Existing Syllabus	Proposed Syllabus After BOS
<p>LMG1CRT0220</p> <p>MODULE - III</p> <p>Accounting for Depreciation: Meaning, Importance, Methods of providing</p> <p>Depreciation (straight line, diminishing, annuity), Reserves and Provisions</p> <p>MODULE -IV</p> <p>Final accounts of Sole Traders: Manufacturing, Trading, and Profit and Loss Account and</p>	<p>LMG1CRT0223</p> <p>MODULE - III</p> <p>Final accounts of Sole Traders: Manufacturing, Trading, and Profit and Loss Account and Balance Sheet. Distinction between Trial Balance and Balance Sheet.</p> <p>MODULE - IV</p> <p>Accounting for Depreciation: Meaning, Importance, Methods of providing Depreciation (straight line, diminishing,</p>

Balance Sheet.	annuity), Reserves and Provisions.
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Please find the following Existing and proposed syllabus for the subject in Department of Logistics (Semester I: Subject: COMPUTER SKILLS FOR BUSINESS I)

Course Code	Course Title	GC/SC	Hours per week	Credits
LMG1CRP0123	Computer Skills for Business 1	SC	4	5

Skill Component

Subject Name: COMPUTER SKILLS FOR BUSINESS I

Semester 1

Existing Syllabus	Proposed Syllabus After BOS
<p>LMG1CPR0120</p> <p>Fundamentals.(MODULE 1)</p> <p>Identification of various hardware components of a computer system. Familiarization of various Operating Systems.</p> <p>E - world - e file, E-waste, E-commerce, email, etc... Customization</p>	<p>LMG1CPR0123</p> <p>Fundamentals.(MODULE 1)</p> <p>Identification of various hardware components of a computer system. Familiarization of various Operating Systems.</p> <p>E - world - efile, E-waste, E-commerce, email, etc... Customization</p>

of system configuration - screen mouse printer

Presentation Software.(MODULE 4)

Creating presentation inserting slides adding sounds & videos-formatting slides - slide layout views in presentation - slide transition Custom animation Managing slide shows - using pen Setting slide intervals

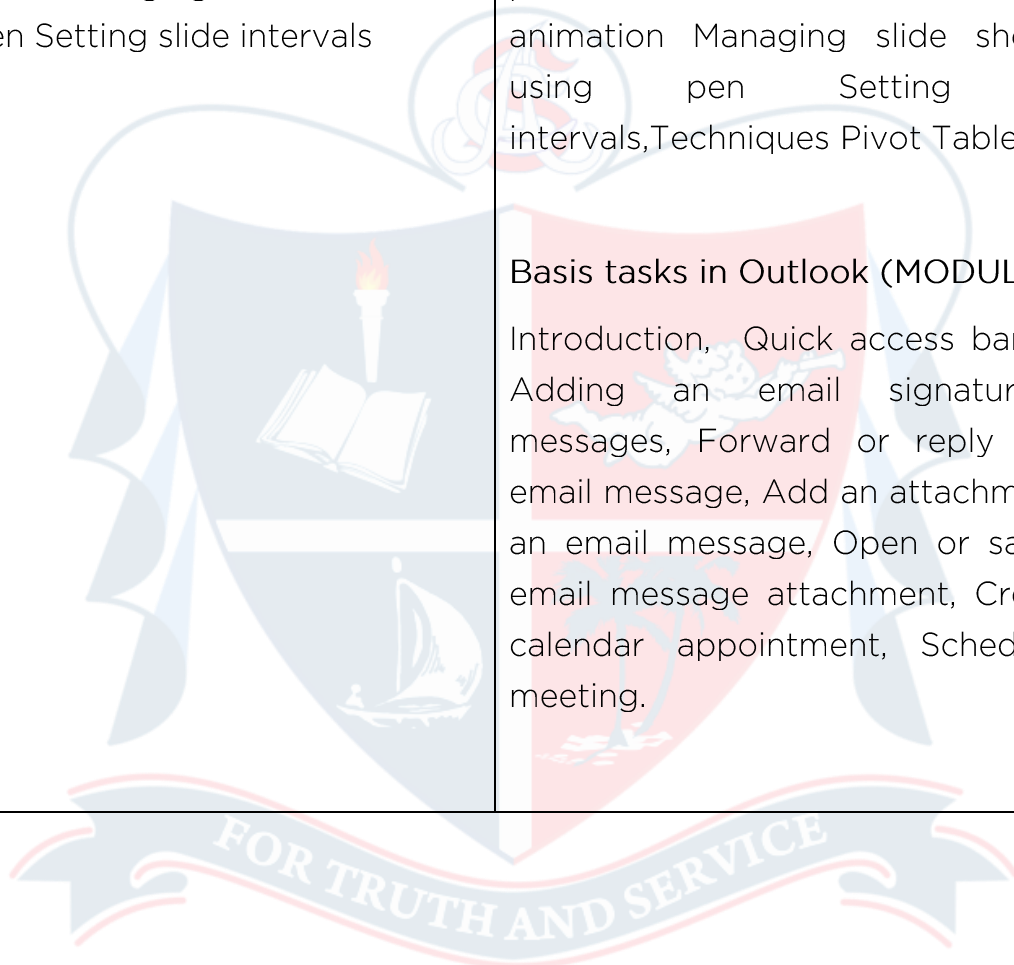
of system configuration - screen mouse printer, Basic understanding for Internet connectivity. E-Mail

Presentation Software.(MODULE 4)

Creating presentation inserting slides adding sounds & videos-formatting slides - slide layout views in presentation - slide transition Custom animation Managing slide shows - using pen Setting slide intervals, Techniques Pivot Table

Basis tasks in Outlook (MODULE 5)

Introduction, Quick access bar, Mail, Adding an email signature to messages, Forward or reply to an email message, Add an attachment to an email message, Open or save an email message attachment, Create a calendar appointment, Schedule a meeting.



Please find the following Existing and proposed syllabus for the subject in Department of Logistics (Semester II: Subject : **MARKETING MANAGEMENT**)

Course Code	Course Title	Course Category	Hours per week	Credits
LMG2CMT0223	Marketing Management	GC	5	4

General Component

Subject Name: **MARKETING MANAGEMENT**

Semester: **II**

Existing Syllabus	Proposed Syllabus After BOS
<p>LMG2CMT0220</p> <p>MODULE - I</p> <p>Introduction: Meaning and definition of different marketing concepts - functions of marketing , Environmental factors - market segmentation - buying motive and process - market targeting - consumer and customer - Factors affecting consumer behavior.</p> <p>MODULE -V</p> <p>Promotion: Advertising - objectives and functions - types of advertising - personal selling and direct marketing - Sales Promotion - steps - Marketing Plan - Types of Marketing</p>	<p>LMG2CMT0223</p> <p>MODULE - I</p> <p>Introduction: Meaning and definition of different marketing concepts - functions of marketing, Types of Marketing. Environmental factors - market segmentation - buying motive and process - market targeting - consumer and customer - Factors affecting consumer behavior.</p> <p>MODULE - V</p> <p>Promotion: Advertising - objectives and functions - types of advertising - personal selling and direct marketing -Sales Promotion - steps - Marketing Plan - Recent trends in marketing.</p>

Please find the following Existing and proposed syllabus for the subject in Department of Logistics (Semester III: Subject: ENVIRONMENTAL SCIENCE AND HUMAN RIGHTS)

Course Code	Course Title	Course Category	Hours per week	Credits
LMG3CMT0223	Environment science and human rights	GC	4	4

General Component:

Subject Name : ENVIRONMENT SCIENCE AND HUMAN RIGHTS(LMG3CMT0123)

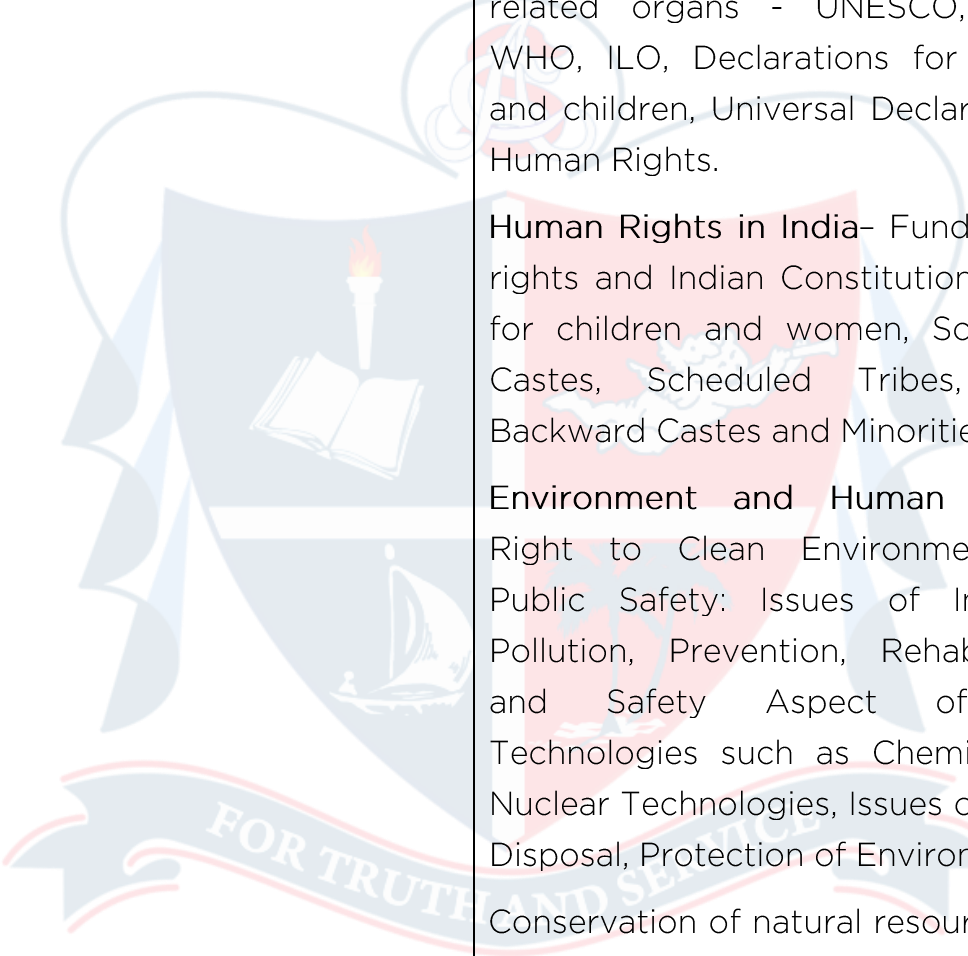
Semester : III

Existing Syllabus	Proposed Syllabus
<p>Computer Skills For Business - II (LMG3CMP0120)</p> <p>Modules</p> <p>Word Processing Software. Creation master document and data.</p> <p>Mail Merge.</p> <p>Printing of merged document. Spread Sheet Software.</p> <p>Creation of a worksheet with advanced formatting techniques.</p> <p>Using all types of functions, give due importance to financial functions.</p> <p>Creation of Charts and Diagrams.</p>	<p>SEMESTER - 3</p> <p>ENVIRONMENT SCIENCE AND HUMAN RIGHTS (LMG3CMT0223)</p> <p>Module 1 (12 Hr)</p> <p>Multidisciplinary nature of environmental studies: Definition, scope and importance; Need for public awareness. Natural Resources: Renewable and non-renewable resources: Natural resources and associated problems.</p> <p>a) Forest resources: Use and over-exploitation, deforestation, case studies. Timber extraction, mining,</p>

<p>Internet.</p> <p>Basic understanding for Internet connectivity. E-Mail</p> <p>Search Optimization Techniques Pivot Table</p>	<p>dams and their effects on forest and tribal people.</p> <p>b) Water resources: Use and over-utilization of surface and ground water, floods, drought, conflicts over water, dams-benefits and problems.</p> <p>c) Mineral resources: Use and exploitation, environmental effects of extracting and using mineral resources, case studies.</p> <p>d) Food resources: World food problems, changes caused by agriculture and overgrazing, effects of modern agriculture, fertilizer-pesticide problems, water logging, salinity, case studies.</p> <p>e) Energy resources: Growing energy needs, renewable and non-renewable energy sources, use of alternate energy sources, Case studies.</p> <p>f) Land resources: Land as a resource, land degradation, man induced landslides, soil erosion and desertification Role of individual in conservation of natural resources. Equitable use of resources for sustainable life styles.</p> <p>Module 2 (12 Hours)</p> <p>Ecosystems: Concept of an ecosystem; Structure and function of an ecosystem; Producers, consumers and decomposers; Energy flow in the</p>
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	<p>ecosystem; Ecological succession; Food chains, food webs and ecological Pyramids: Introduction, types, characteristic features, structure and function of the given ecosystem:- Forest ecosystem</p> <p>Biodiversity and its conservation: Introduction; Biogeographical classification of India; Value of biodiversity: consumptive use, productive use, social, ethical, aesthetic and option values.; India as a mega-diversity nation; Hot-spots of biodiversity; Threats to biodiversity: habitat loss, poaching of wildlife, man-wildlife conflicts; Endangered and endemic species of India</p> <p>Module 3 (12 Hours)</p> <p>Environmental Pollution: Definition, Causes, effects and control measures of: - Air pollution, Water pollution, Soil pollution, Marine pollution, Noise pollution, Thermal pollution, Nuclear hazards; Solid waste Management: Causes, effects and control measures of urban and industrial wastes.; Role of an individual in prevention of pollution, Pollution case studies; Disaster management: floods, earthquake, cyclone and landslides.</p> <p>Social Issues and the Environment: Urban problems related to energy;</p>
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	<p>Water conservation, rain water harvesting, watershed management; Resettlement and rehabilitation of people: its problems and concerns, Case studies; Environmental ethics: Issues and possible solutions; Climate change, global warming, acid rain, ozone layer depletion , nuclear accidents and holocaust, Case studies; Consumerism and waste products; Environment Protection Act; Air (Prevention and Control of Pollution) Act; Water (Prevention and control of Pollution) Act; Wildlife Protection Act; Forest Conservation Act; Issues involved in enforcement of environmental legislation; Public awareness</p> <p>Module 4 (12 Hours)</p> <p>Introduction to Environment and Business - Introduction of ways in which business has and is responding to environmental and business issues, business and sustainable development; issues of corporate/business greening.</p> <p>Green Entrepreneurship - What is green entrepreneurship, definition, meaning, scope, nature and characteristics. Green entrepreneurship in India. Difference between conventional and green entrepreneurship.</p> <p>Module 5 (12 Hours)</p>
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	<p>Human Rights- An Introduction to Human Rights, Meaning, concept and development, Three Generations of Human Rights (Civil and Political Rights; Economic, Social and Cultural Rights).</p> <p>Human Rights and United Nations- contributions, main human rights related organs - UNESCO, UNICEF, WHO, ILO, Declarations for women and children, Universal Declaration of Human Rights.</p> <p>Human Rights in India- Fundamental rights and Indian Constitution, Rights for children and women, Scheduled Castes, Scheduled Tribes, Other Backward Castes and Minorities</p> <p>Environment and Human Rights- Right to Clean Environment and Public Safety: Issues of Industrial Pollution, Prevention, Rehabilitation and Safety Aspect of New Technologies such as Chemical and Nuclear Technologies, Issues of Waste Disposal, Protection of Environment</p> <p>Conservation of natural resources and human rights: Reports, Case studies and policy formulation. Conservation issues of western ghats- mention Gadgil committee report, Kasthuriengan report. Over exploitation of ground water resources, marine fisheries, sand mining etc.</p>
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Interchange

Please find the following Existing and proposed syllabus for the subject in Department of Logistics (Semester III: Subject: ERP lab

Interchanged subject ERP lab from semester 5 to semester 3 and Research Methodology from semester 3 to semester 5 vice versa.

Course Code	Course Title	Course Category	Hours per week	Credits
LMG3CMP0123	Enterprise Resource Planning Lab	GC	4	4

General Component
 Subject Name : ERP lab
 Semester : III

Existing Syllabus	Proposed Syllabus
Research Methodology LMG3CMT0120	Enterprise Resource Planning Lab LMG3CMP0123

Please find the following Existing and proposed syllabus for the subject in Department of Logistics (Semester IV: Subject: SOFT SKILL &PERSONALITY)

Course Code	Course Title	Course Category	Hours per week	Credits

LMG4CMT0323	Soft skill and personality Development	GC	5	4
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Subject Name : SOFT SKILL & PERSONALITY

Semester : IV

Existing Syllabus	Proposed Syllabus
<p>LMG4CMT0320</p> <p>MODULE - V</p> <p>Professional skills: Organisational skills- teamwork- business and technical correspondence-job oriented skills-professional etiquettes.</p>	<p>LMG4CMT0323</p> <p>MODULE - V</p> <p>Professional skills: Organisational skills- teamwork- business and technical correspondence-job, CV vs Resume, CV Creation oriented skills-professional etiquettes.</p>



Please find the following Existing and proposed syllabus for the subject in Department of Logistics (Semester V: Subject :FINANCIAL MANAGEMENT)

Course Code	Course Title	Course Category	Hours per week	Credits
LMG5CMT0223	Financial Management	GC	4	4

Subject Name : FINANCIAL MANAGEMENT

Semester : V

Existing Syllabus	Proposed Syllabus
<p>LMG5CMT0220</p> <p>MODULE - I</p> <p>Finance functions, recording - Definition and scope of finance functions - Profit maximization Vs wealth maximization goal-organization of finance function.</p> <p>MODULE - II</p> <p>Sources of finance - short term - Bank sources - Long term - shares - debentures, preferred stock- debt - working capital management - concept - Determinants - cash management -Receivables management.</p>	<p>LMG5CMT0223</p> <p>MODULE - I</p> <p>Finance functions, recording - Definition and scope of finance functions - Profit maximization Vs wealth maximization goal-organization of finance function. Sources of finance - short term - Bank sources - Long term - shares - debentures, preferred stock- debt.</p> <p>MODULE - II</p> <p>Working capital management - concept - Determinants - cash management -Receivables management.</p>

<p>MODULE – III</p> <p>Financing Decisions. Cost of Capital - cost of specific source of capital - Equity - preferred stock - debt - reserves - weighted average cost of capital. Capital structure - factors influencing capital structure - optimum capital structure-Theories of capital structure -Leverage - meaning and types.</p> <p>MODULE – V</p> <p>Dividend decision- meaning and significance of dividend decision - Modigliani and Miller Approach - theory of relevance - Walter's model - Gordon's model - Corporate Dividend practice in India.</p>	<p>MODULE – III</p> <p>Financing Decisions. Cost of Capital - cost of specific source of capital - Equity - preferred stock - debt - reserves - weighted average cost of capital.</p> <p>MODULE – IV</p> <p>Capital structure - factors influencing capital structure capital-optimal capital structure: Theories of capital structure-Leverage - meaning and types.</p> <p>MODULE – V</p> <p>Dividend decision- meaning and significance of dividend decision - Modigliani and Miller Approach - theory of relevance - Walter's model - Gordon's model - Corporate Dividend practice in India.</p>
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Please find the following Existing and proposed syllabus for the subjects in Department of Logistics (Semester VI: Subject : ENTREPRENEURSHIP DEVELOPMENT - LMG6CMT0220)

Course Code	Course Title	Course Category	Hours per week	Credits
LMG6CMT0223	Entrepreneurship Development	GC	5	4

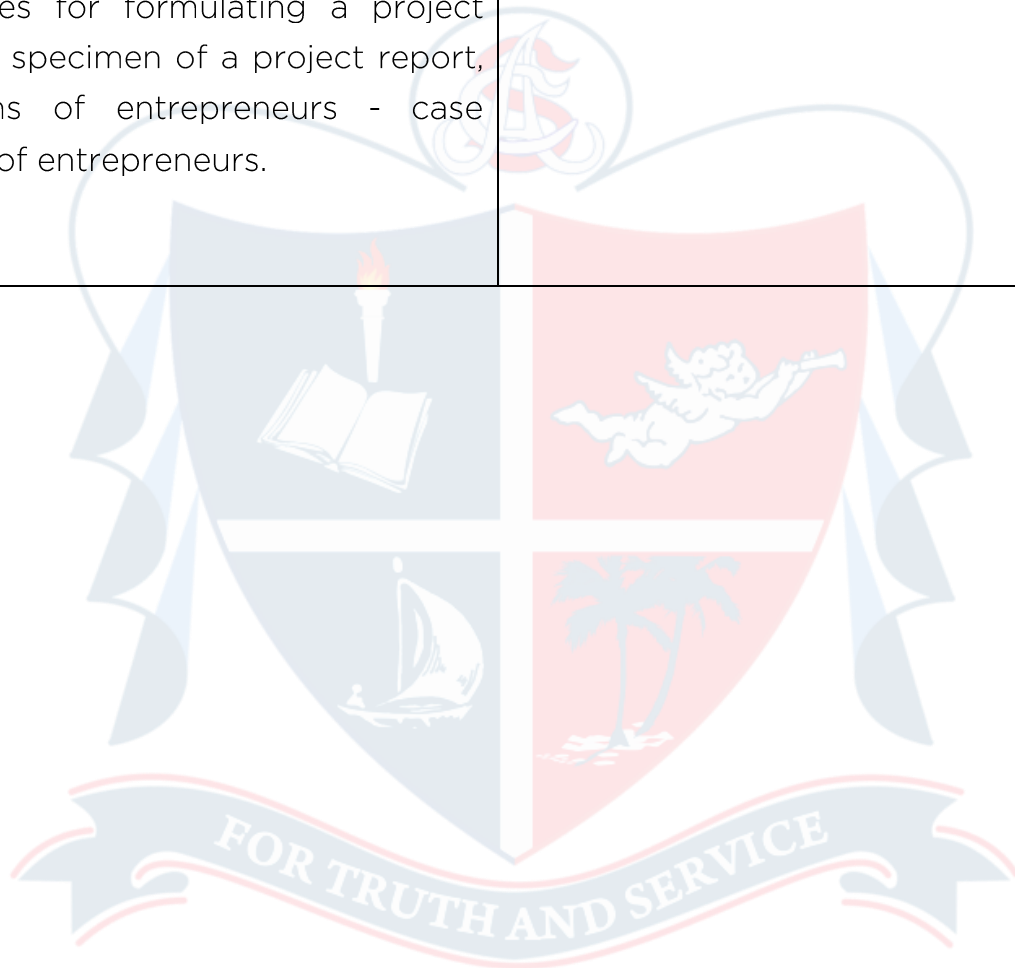
Subject Name : ENTREPRENEURSHIP DEVELOPMENT

Semester : VI

Existing Syllabus	Proposed Syllabus
<p>LMG6CMT0220</p> <p>MODULE - I</p> <p>To make the students understand about entrepreneurs and different classifications.</p> <p>Entrepreneur and entrepreneurship - Definition; traits and features; classification;</p> <p>Entrepreneurs; Women entrepreneurs; Role of entrepreneur in Entrepreneurs in India.</p> <p>MODULE - II</p> <p>Create an awareness about EDP. Entrepreneurial development programme concept; Need for training; phases of EDP; curriculum & contents of Training Programme; Support systems, Target Groups;</p>	<p>LMG6CMT0223</p> <p>MODULE - I</p> <p>Entrepreneur - Definition; traits and features; classification; Phases of Entrepreneurship; Intrapreneurship; Entrepreneurship ; Women entrepreneurs - Role of entrepreneur in Entrepreneurs in India.</p> <p>MODULE - II</p> <p>Entrepreneurial development programme concept; Need for training; phases of EDP; curriculum & contents of Training Programme; Support systems, Target Groups; Institutions conducting EDPs in India and Kerala.</p> <p>MODULE - III</p> <p>General awareness about</p>

<p>Institutions conducting EDPs in India and Kerala.</p> <p>MODULE – III</p> <p>General awareness about identification of project financing new enterprises. Promotion of a venture; opportunity Analysis Project identification and selection; External environmental analysis economic, social, technological and competitive factors; Legal requirements for establishment of a new unit; loans; Overrun finance; Bridge finance; Venture capital; Providing finance in Approaching financing institutions for loans.</p> <p>Module IV</p> <p>To identify different Discuss opportunities in small business. Small business Enterprise -Identifying the Business opportunity in various sectors - formalities for setting up of a small business enterprise - Institutions supporting small business enterprise – EDII (Entrepreneurship Development Institute of India), SLDO (Small Industries Development Organization NSIC (National small Industries Corporation Ltd. (CNSIC) NIESBUD (National Institute for Entrepreneurship and small Business Development) Sickness in small business enterprise causes and</p>	<p>identification of project financing new enterprises. Promotion of a venture; Opportunity Analysis; Project identification and selection; External environmental analysis economic, social, technological and competitive factors; Legal requirements for establishment of a New Unit; Loans and Overrun finance; Bridge finance; Venture capital; Providing finance in Approaching financing institutions for loans.</p> <p>Module IV</p> <p>To identify different opportunities in small business. Small business Enterprise -Identifying the Business opportunity in various sectors - formalities for setting up of a small business enterprise - Institutions supporting small business enterprise – EDII (Entrepreneurship Development Institute of India), SIDO (Small Industries Development Organization), NSIC (National small Industries Corporation Ltd), NIESBUD (National Institute for Entrepreneurship and small Business Development), Industrial Sickness in small business enterprise causes and remedies</p> <p>Module V</p>
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<p>remedies.</p> <p>Module V</p> <p>To understand about a project report relating to a small business. Project formulation - Meaning of a project report significance contents formulation planning commissions guidelines for formulating a project report - specimen of a project report, problems of entrepreneurs - case studies of entrepreneurs.</p>	<p>Project - Project formulation - Meaning of a project report; significance; Contents of Project Report - Planning commissions guidelines for formulating a project report - specimen of a project report; Problems of entrepreneurs - case studies of entrepreneurs.</p>
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Please find the following Existing and proposed syllabus for the subjects in Department of Logistics (Semester VI: Subject :**Internship with Project-III (LMG6CPR0123)**)

Course Code	Course Title	Course Category	Credits
LMG6CPR0123	Internship with Project III - 4weeks	SC	6

Subject Name : Internship with Project-III (LMG6CPR0123)

Semester : VI

Existing Syllabus	Proposed Syllabus
<p>Internship with Project-III (LMG6CPR0120)</p> <p>6 Credits</p> <p>The student will attach himself with a logistic organization approved by the Department for a period of eight weeks for Industry Training. The student should actively participate in the operations of the organization and should work like any other employee of that organization. At the end of the internship, the student should prepare a comprehensive report (not less than 40 pages, A4 size). The report of the work done by the student should be attested by the organization. Student should also produce a certificate of internship from the organization. All the above details should be submitted to the Department for evaluation.</p>	<p>Internship with Project-III (LMG6CPR0123)</p> <p>6 Credits</p> <p>The student will attach himself with a logistic organization approved by the Department for a period of Four weeks for Industry Training. The student should actively participate in the operations of the organization and should work like any other employee of that organization. At the end of the internship, the student should prepare a comprehensive report (not less than 40 pages, A4 size). The report of the work done by the student should be attested by the organization. Student should also produce a certificate of internship from the organization. All the above details should be submitted to the Department for evaluation.</p>

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