



S P Mandali's

**R. A. PODAR COLLEGE OF COMMERCE AND
ECONOMICS (AUTONOMOUS)**

Matunga, Mumbai- 400019

Syllabus

For Under Graduate Programme

T. Y. B.B.A

(Bachelor of Business Administration)

Shipping and Logistics Management

Semester V

CHOICE BASED CREDIT AND GRADING SYSTEM (CBCGS)

With effect from the academic year 2023-24

www.rapodar.ac.in

**Third Year Bachelor of Business Administration
(Shipping and Logistics Management)**

*Under Choice Based Credit, Grading and
Semester System Course Structure*

(To be implemented from Academic Year- 2023-24)

Semester V

**Third Year Bachelor of Business Administration
(Shipping and Logistics Management)**

*Under Choice Based Credit,
Grading and Semester System
Course Structure*

(To be implemented from Academic Year- 2023-2024)

CourseCode	Semester V	Credits
	Elective courses (DSC)	
50501	Legal Aspects of Maritime Business	03
50502	Maritime HumanResource Development	03
50503	Industrial Marketing	03
50504	Ports & Harbors	03
	Core Course	
50505	Shipping services and costing	04
	Ability Enhancement Courses (AEC)	
	Ability EnhancementCompulsory Courses (AECC)	
50506	Corporate Communication & Public Relations	04
Total Credits		20

Discipline Specific Courses (DSC)
Legal Aspects Of Maritime Business- 3 credits

Legal Aspects Of Maritime Business	
Course Objectives	
CObj 1	Develop a comprehensive understanding of fundamental maritime law principles, conventions, and legal frameworks, with a focus on historical evolution and international dimensions, applied practically through case studies.
CObj 2	Equip students with knowledge on contractual elements intrinsic to maritime transactions, covering creation, interpretation, and enforcement, emphasizing negotiation, drafting, and evaluation skills through practical analysis.
CObj 3	Provide an advanced exploration of customs law, emphasizing applications and implications in international trade, especially the maritime sector, and addressing complex issues like tariff classifications, valuation methods, and compliance, with discussions on contemporary challenges and global regulatory changes.
Course Outcomes	
COut 1	Learners will develop a comprehensive understanding of fundamental maritime law principles, conventions, and legal frameworks, applied practically through case studies, with a specific focus on the historical evolution and international dimensions of the field.
COut 2	Learners will be equipped with the knowledge and practical skills necessary for dealing with contractual elements in maritime transactions, emphasizing negotiation, drafting, and evaluation skills through practical analysis and real-world scenarios.
COut 3	Attain an advanced exploration of customs law, focusing on its applications and implications in international trade, particularly in the maritime sector. Gain proficiency in addressing complex issues like tariff classifications, valuation methods, and compliance, with a deep understanding of contemporary challenges and awareness of global regulatory changes.

Modules at a glance:

Sr. No.	Modules	No. of Lectures
1.	Foundations of Maritime Law	15
2.	Contractual Aspects in Maritime Transactions	15
3.	Advanced Topics in Custom's Law	15
Total		45

Syllabus at a glance:

Sr. No.	Modules / Units
1	Foundations of Maritime Law
	Importance of Understanding the Law in Shipping-Introduction to the significance of legal knowledge in the maritime industry, General principles of law applicable to shipping and logistics. Common law, case law, and statute law in the maritime context. Exploration of key legal doctrines and precedents in shipping. Types of Courts and Jurisdiction in Maritime Cases,
	Overview of the legal forums that handle maritime disputes. Jurisdictional considerations in maritime law cases. Analysis of limitation statutes and their impact on legal proceedings. Understanding time bars in the context of shipping and logistics.
2	Contractual Aspects in Maritime Transactions
	Law of Contracts in Maritime Context- Principles governing contracts in the shipping industry, Case studies on contract disputes in maritime transactions, Examination of agency relationships and their implications in maritime operations, Agent's authority and warranty of authority in the context of shipping, Legal considerations in the sale and purchase of goods in maritime trade. Detailed study of INCO Terms and their application in shipping contracts.
3	Advanced Topics in Custom's Law
	Overview of Customs Functions, Basic procedures on Taxability, Legal Aspects on Customs Clearance Procedure, Legal Aspects on arrival and departure of various Conveyances, Import Procedure with Regulations, Sea Cargo Manifest and Transshipment Regulations, Air cargo Manifest and applied Regulations

Reference Books:

1. "International Trade and Customs Laws" by Amarpal Singh
2. "Law Relating to Maritime Zones in India" by V. Krishnamurthy
3. "Customs Law Manual" by R. A. Agrawal
4. "Contract Law in India" by Indu Bhan
5. "Maritime Law" by Sairam Bhat

Teaching Pedagogy

Lectures/tutorials/field work/outreach activities/ project work/ vocational training/ viva / seminars / term papers/ assignments / presentations / self-study/case studies etc. or a combination of some of these. Sessions shall be interactive in nature to enable peer group learning.

Allocation of 40 Marks---Continuous Internal evaluation (CIE)

Method of evaluation	Total marks
Written Test	15
Power Point Presentation-Pre-set criteria/ Report on guest lecture/ activity	20
Class Participation & attendance	5
TOTAL	40

Paper pattern for written test of 15 Marks

Question No.	Particulars	Total marks
Q.1	Question based on theory/concept taught. (Any Two out of Three)	10
	OR	
	Application based question	
Q.2	Write short note (Any One out of Two)	5
TOTAL		15

Paper pattern for Semester End Examination (SEE) of 60 Marks

Question No.	Particulars	Marks per Question	Total marks
Q.1	A Theory/ Concept based question	6	12
	B Theory/ Concept based question	6	
	OR		
Q.2	C Theory/ Concept based question	12	12
	A Theory/ Concept based question	6	
	B Theory/ Concept based question	6	
Q.3	OR		12
	C Theory/ Concept based question	12	
	A Theory/ Concept based question	6	
Q.4	B Theory/ Concept based question	6	12
	OR		
	C Theory/ Concept based question	12	
Q.5	A Application based question	12	12
	OR		
	B Application based question	12	
TOTAL			60

CRITERIA FOR EVALUATING POWER POINT PRESENTATION/CASE STUDY/ APPLICATION BASED ACTIVITY: _____

MARKS: 20

FY/SY/TY BBA: Division A/B

Semester: _____

Name of the Topic		Date of Presentation:					
Sr. No	Roll No	Name of the student	Content (5)	Team building (5)	Presentation skills		Total (20)
					Verbal (5)	Non Verbal (5)	
1							
2							
3							
4							

Sign: 1 _____ 2. _____ 3. _____ 4. _____ Faculty Sign: _____

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Discipline Specific Courses (DSC)

Maritime Human Resource Development- 3 credits

Maritime Human Resource Development	
Course Objectives	
CObj 1	Gain proficiency in developing and implementing strategic human resource plans tailored to the maritime industry, aligning workforce strategies with organizational goals.
CObj 2	Develop the skills to design and execute effective recruitment and selection processes specifically tailored for maritime roles, considering industry-specific requirements.
CObj 3	Explore the distinctive aspects of Maritime Human Resource Management (HRM), including maritime regulations, safety considerations, and the unique challenges of seafaring roles.
Course Outcomes	
COut 1	Learners will understand the significance of strategic HR planning in anticipating future workforce needs, managing talent, and ensuring organizational agility in the maritime context.
COut 2	Learners will acquire knowledge on best practices in attracting, assessing, and selecting qualified candidates, ensuring a talent pool that aligns with the unique demands of the maritime sector.
COut 3	Understand how to navigate complexities such as international regulations, multicultural crews, and the dynamic nature of maritime work environments in HR decision-making.

Modules at a glance:

Sr. No.	Modules	No. of Lectures
1.	Strategic Human Resource Planning	15
2.	Recruitment and Selection	15
3.	Special Features of Maritime HRM	15
Total		45

Syllabus

Sr. No.	Modules / Units
1	Strategic Human Resource Planning
	Meaning and Definition, Nature and scope, Objectives, and Functions of Strategic Human resource planning, dynamic workforce needs, compliance with maritime regulations, and focus on skill development. specialized roles, training, and compliance, knowledge of international maritime regulations, understanding of crew management dynamics, and proficiency in assessing training needs specific to seafaring roles, Obstacles, Importance of HRD, Future Human Resource Planning
2	Recruitment and Selection
	Definition of Human Resource Planning, Important Steps in Recruitment: Factors and Steps: Selection Process, Placement & Induction, Promotion, and Transfer, Maritime HR administration: training and development., Nature of Training and Development, Training Need Processes & Methods, STCW 2010 Convention, Performance Appraisal, Compensation, and Benefits
3	Special Features of Maritime HRM
	Typical Organization Structure, Unique Features, HR Practices, Seafarers' Employment Agreements, Career Progression, Skill Development, Cross- cultural management in shipping and logistics, Definition of Culture, Need for CCM, Basic Differences, understanding cultural nuances as per Geert Hofstede & Trompenaars models, is essential for effective crew management and collaboration

Reference Books:

1. "Strategic Human Resource Management: Text and Cases" by K. Ashwathappa
2. "Human Resource Management: Text and Cases" by V. S. P. Rao
3. "Recruitment and Selection: A Framework for Success" by P. Subba Rao
4. "Maritime Human Resource Management: Issues, Challenges and Opportunities" by K. S. Subramanian
5. "Effective Human Resource Management: A Global Analysis" by Edward Lawler, John Boudreau, and Susan Albers Mohrman

Teaching Pedagogy

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	OR	
	Application based question	
Q.2	Write short note (Any One out of Two)	5
TOTAL		15

Paper pattern for Semester End Examination (SEE) of 60 Marks

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	B Theory/ Concept based question	6		
	OR			
	C Theory/ Concept based question	12		
Q.2	A Theory/ Concept based question	6	12	
	B Theory/ Concept based question	6		
	OR			
	C Theory/ Concept based question	12		
Q.3	A Theory/ Concept based question	6	12	
	B Theory/ Concept based question	6		
	OR			
	C Theory/ Concept based question	12		
Q. 4	A Theory/ Concept based question	6	12	
	B Theory/ Concept based question	6		
	OR			
	C Theory/ Concept based question	12		
Q. 5	A Application based question	12	12	
	OR			
	B Application based question	12		
TOTAL			60	

CRITERIA FOR EVALUATING POWER POINT PRESENTATION/CASE STUDY/ APPLICATION BASED ACTIVITY: _____

MARKS: 20

FY/SY/TY BBA: Division A/B

Semester: _____

Name of the Topic		Date of Presentation:					
Sr. No	Roll No	Name of the student	Content (5)	Team building (5)	Presentation skills		Total (20)
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Sign: 1 _____ 2. _____ 3. _____ 4. _____ Faculty Sign: _____

Discipline Specific Courses (DSC)

Industrial Marketing- 3 credits

Industrial Marketing	
Course Objectives	
CObj 1	Provide a comprehensive understanding of industrial marketing concepts and dynamics, examining unique characteristics and factors influencing decision-making in industrial buying.
CObj 2	Equip students with skills to develop effective pricing strategies for industrial services, considering cost structures, and explore distribution models emphasizing efficiency.
CObj 3	Explore the role of promotional activities in industrial marketing, including advertising and digital marketing, and develop skills in designing campaigns that resonate with industrial buyers.
Course Outcomes	
COut 1	Gain a comprehensive understanding of industrial marketing concepts and dynamics, examining unique characteristics and factors influencing decision-making in industrial buying.
COut 2	Acquire skills to develop effective pricing strategies for industrial services, considering cost structures, and explore distribution models emphasizing efficiency.
COut 3	Explore the role of promotional activities in industrial marketing, including advertising and digital marketing, and develop skills in designing campaigns that resonate with industrial buyers.

Modules at a glance:

Sr. No.	Modules	No. of Lectures
1.	Overview of Industrial Marketing	15
2.	Pricing & Distribution Strategies for Industrial Services	15
3.	Promotional Strategies in Industrial Marketing	15
	Total	45

Syllabus at a glance:

Sr. No.	Modules / Units
1	Overview of Industrial Marketing
	<p>Importance & Scope of Industrial Marketing, Industrial versus Consumer marketing – Economics of Industrial demand, resellers Market – types of industrial buyers, Distinctive features of B2B marketing and its relevance to the industry, Industrial marketing strategies for sustainable business growth</p> <p>Understanding the Industrial Customer, Analysis of industrial buying behavior and decision-making processes, Identifying and segmenting industrial customers in the shipping and logistics domain, Assessing the factors influencing industrial customer choices, Elements of Customer service, Application of customer relationship management (CRM) in industrial marketing</p> <p>Product and Service Management in Industrial Marketing- Developing and positioning industrial services, Strategies for creating and marketing value-added services, Managing the product life cycle</p>
2.	Pricing & Distribution Strategies for Industrial Services
	<p>Pricing considerations and strategies, Negotiation and contracting in the industrial market, Value-based pricing and cost-plus pricing models, effective pricing strategies in the shipping and logistics industry</p> <p>Meaning of industrial product – industrial product strategy, industrial product life cycle, revitalization decisions- new product development – innovation and competitiveness, diffusion of innovation – organizing for effective product development.</p> <p>Distributors – dual channel strategies – choosing the right distributor/ manufacturers, and competitors, maintaining indirect channel effectiveness, Designing and managing distribution channels, Role of logistics in ensuring efficient delivery in the industrial context, Collaborative logistics partnerships, distribution and logistics strategies in industrial marketing</p>
3.	Promotional Strategies in Industrial Marketing
	<p>Selecting and recruiting industrial salespersons – areas of sales training – use of advertising in the industrial market – industrial advertising media – use of sales promotion and publicity – integrated promotion plan. Developing and implementing promotional campaigns, Role of digital marketing and technology in industrial promotion, Trade shows, exhibitions, effective promotional strategies, and events in the shipping and logistics industry</p> <p>Relationship Marketing - Building and maintaining strong relationships with industrial customers, Key principles of relationship marketing, Customer retention strategies in B2B environments</p>

Reference Books:

1. "Industrial Marketing: Creating and Capturing Customer Value" by R. Srinivasan
2. "Pricing Strategies: A Marketing Approach" by Tarun Gupta
3. "Marketing of Industrial Products" by V.S. Ramaswamy and S. Namakumari
4. "Industrial Marketing: Text and Cases" by R. Krishnamoorthy
5. "Advertising and Sales Promotion" by K. Aswathappa

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TOTAL	40

Paper pattern for written test of 15 Marks

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	OR	
	Application based question	
Q.2	Write short note (Any One out of Two)	5
TOTAL		15

Paper pattern for Semester End Examination (SEE) of 60 Marks

Question No.	Particulars	Marks per Question	Total marks
Q.1	A Theory/ Concept based question	6	12
	B Theory/ Concept based question	6	
	OR		
Q.2	C Theory/ Concept based question	12	12
	A Theory/ Concept based question	6	
	B Theory/ Concept based question	6	
Q.3	OR		12
	C Theory/ Concept based question	12	
	A Theory/ Concept based question	6	
Q.4	B Theory/ Concept based question	6	12
	OR		
	C Theory/ Concept based question	12	
Q.5	A Application based question	12	12
	OR		
	B Application based question	12	
TOTAL			60

CRITERIA FOR EVALUATING POWER POINT PRESENTATION/CASE STUDY/ APPLICATION
BASED ACTIVITY: _____

MARKS: 20

FY/SY/TY BBA: Division A/B

Semester: _____

Name of the Topic		Date of Presentation:					
Sr. No	Roll No	Name of the student	Content (5)	Team building (5)	Presentation skills		Total (20)
					Verbal (5)	Non Verbal (5)	
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Sign: 1 _____ 2. _____ 3. _____ 4. _____ Faculty Sign: _____

Discipline Specific Courses (DSC)

Ports & Harbors (Basics)-3 credits

Ports & Harbors (Basics)	
Course Objectives	
CObj 1	Understand the evolution and classification of ports, along with key post-performance indicators.
CObj 2	Explore the roles of agencies associated with ports, Port Community Systems, and ongoing port projects.
CObj 3	Acquire comprehensive knowledge of port administration, infrastructure, services, and associated costs in the maritime industry.
Course Outcomes	
COut 1	Learners will gain a thorough understanding of the historical evolution and various classifications of ports, along with the ability to identify and interpret key post-performance indicators.
COut 2	Learners will develop insights into the roles played by different agencies in the port ecosystem, understand the functioning of Port Community Systems, and analyze the progress of ongoing port projects.
COut 3	Learners will acquire comprehensive knowledge of port administration, infrastructure, and services, including an understanding of the associated cost within the broader context of the maritime industry.

Modules at a glance:

Sr. No.	Modules	No. of Lectures
1.	Ports - Evolution of ports, Classification, Post-performance indicators	15
2.	Agencies associated with ports, Port Community Systems & Port projects	15
3.	Port Administration, infrastructure, Port services & costs	15
Total		45

Syllabus :

Sr. No.	Modules / Units
1	Ports - Evolution of ports, Classification, Post-performance indicators
	Port & Harbor definition, Terminologies- Berth, Quay, Wharf, Docks, Basin, Port Hinterland, Lock Gate, Channel, Sea side infrastructure, the importance of Dredging, low tide, high tide, and tidal ports, India's coastline and state-wise ports, Type of ports in general- Major, intermediate, and minor ports, Govt ports and private ports, various terminals inside port- private and own port, Major ports on ECI and WCI. Classification of ports as per business model- Service ports, Tool ports, Land-lord ports, Key Performance Indicators of Ports- Pre-berthing delay, Turn round time, Idle time spent at berth, output per ship day (Bulk cargo), Crane productivity, Berth productivity, Mathematical exercise on calculation of port performance indicators.
2	Agencies associated with ports, Port Community Systems & Port projects
	Port customers, other agencies / Govt. departments associated with the port, decisions within the purview of the Port and decisions beyond the purview of the port, Role of Customs, PHO, Railways, and MoEF in Ports. Public Private Partnership, the Role of Govt and Private Parties in various projects like- BOT, BOOT, BOOST etc, and checking the financial viability of the project. Case study- port projects at Nhava Sheva (JNPA) by private parties
3	Port Administration, infrastructure, Port services & costs
	Organization set up of Central Govt. ports, State Govt. Ports/ Maritime Board and Private Ports and Private Terminals inside Major Ports, Major Port Authorities Act 2021 in general, and its major section on port management functioning, Port infrastructure, port superstructure, cost of creating port infrastructure, cost of common amenities/ facilities, overheads, methods of loading common cost and cost of infrastructure to various services, services provided by the ports to its customers- berthing, cargo handling, storage, dispatch, receipt etc. Port Security as per ISPS (in brief)

Reference Books:

1. "Port Engineering: Planning, Construction, Maintenance, and Security" by Gregory P. Tsinker
2. "Port Planning and Development" by Stephen Cahoon and Mary Brooks
3. "Introduction to Coastal Engineering and Management" by J. William Kamphuis
4. "Indian Ports: A Comprehensive Guide" by Anil V. Mandalia
5. "Ports and Terminals: A Guide to Design and Analysis of Marine Facilities" by Hans Agerschou

Teaching Pedagogy

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Allocation of 40 Marks---Continuous Internal evaluation (CIE)

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TOTAL	40

Paper pattern for written test of 15 Marks

Question No.	Particulars	Total marks
Q.1	Question based on theory/concept taught. (Any Two out of Three)	10
	OR	
	Application based question	
Q.2	Write short note (Any One out of Two)	5
TOTAL		15

Paper pattern for Semester End Examination (SEE) of 60 Marks

Question No.	Particulars	Marks per Question	Total marks
Q.1	A Theory/ Concept based question	6	12
	B Theory/ Concept based question	6	
	OR		
	C Theory/ Concept based question	12	
Q.2	A Theory/ Concept based question	6	12
	B Theory/ Concept based question	6	
	OR		
	C Theory/ Concept based question	12	
Q.3	A Theory/ Concept based question	6	12
	B Theory/ Concept based question	6	
	OR		
	C Theory/ Concept based question	12	
Q. 4	A Theory/ Concept based question	6	12
	B Theory/ Concept based question	6	
	OR		
	C Theory/ Concept based question	12	
Q. 5	A Application based question	12	12
	OR		
	B Application based question	12	
TOTAL			60

CRITERIA FOR EVALUATING POWER POINT PRESENTATION/CASE STUDY/ APPLICATION BASED ACTIVITY: _____

MARKS: 20

FY/SY/TY BBA: Division A/B

Semester: _____

Name of the Topic		Date of Presentation:					
Sr. No	Roll No	Name of the student	Content (5)	Team building (5)	Presentation skills		Total (20)
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Sign: 1 _____ 2. _____ 3. _____ 4. _____ Faculty Sign: _____

Core Courses (CC)

Shipping Services & Costing- 4 credits

<u>Shipping Services & Costing</u>	
Course Objectives	
CObj 1	Understand containerized shipping costs for FCL and LCL, analyzing factors like size and weight.
CObj 2	Analyze and calculate total voyage costs for Tramp vessels, considering fuel, port fees, and crew expenses.
CObj 3	Examine costing strategies for Liner vessels in scheduled services, covering fixed schedules and container handling expenses.
CObj 4	Classify shipping services and assess their applicability for various cargo types and trade routes.
Course Outcomes	
COut 1	Learners will possess proficiency in analyzing and determining containerized shipping costs, factoring in variables such as container size, weight, and handling charges.
COut 2	Demonstrate comprehensive skills in calculating the total voyage costs for Tramp vessels, taking into consideration elements like fuel costs, port fees, and crew expenses.
COut 3	Exhibit insights into costing strategies for Liner vessels, encompassing fixed schedules and expenses related to container handling, enabling informed decision-making.
COut 4	Showcase the ability to classify shipping services based on their characteristics and evaluate their suitability for various cargo types and trade routes.

Modules at a glance:

Sr. No.	Modules	No. of Lectures
1.	Pricing for FCL and LCL containers	15
2.	Costing for Tramp vessels voyage	15
3.	Costing for Liner's vessel	15
4.	Classification of shipping services & and applicability	15
Total		60

Syllabus:

	Modules / Units
1.	Pricing for FCL and LCL containers
	Cost at load port and discharge port, documentation cost, Dangerous Goods related to cost and precaution to be taken while transportation, handling, and storage of DGs
2.	Costing for Tramp vessels voyage
	Shipping-related information from the cargo ship owner, the authenticity of information to be re-checked from ports, Voyage costing for a Tramp vessel loading cargo at a port in India and delivering at a port in China.
3.	Costing for Liner's vessel
	Voyage costing and Surcharges en-route, Planning of the route for liner vessel based on demand by the trade, cargo availability on the route, number of PoDs to be planned, engaging Liner agents at port
4.	Classification of shipping services & and applicability
	Types of shipping services for cargo transportation - Liner and Tramp, Features of Liners and Tramps, identification of shipping services for bulk cargo, containers, Ro-Ro vessels, passengers, and oil/ gas carriers. Types of costs associated with ships. Tramp vessel gets its shipping business in the market, role of ship brokers, methods of interaction with cargo owners for business, how to keep track of cargo availability, submission of quotation (Pro-forma Invoice) to cargo owners/ ship brokers, negotiation for rate, engagement of shipping agents at ports, assessment of port performance indicators at port of calls (load and discharge ports), before submitting quotation

Reference Books:

- "Introduction to Shipping Economics" by S. K. Mandal
- "Maritime Economics" by Martin Stopford
- "Shipping Business Services and Management" by N. R. Parasuraman
- "Maritime Logistics: A Guide to Contemporary Shipping and Port Management" by Dong-Wook Song and Photis M. Panayides

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	B Theory/ Concept based question	6	
	OR		
	C Theory/ Concept based question	12	
Q.3	A Theory/ Concept based question	6	12
	B Theory/ Concept based question	6	
	OR		
	C Theory/ Concept based question	12	
Q. 4	A Theory/ Concept based question	6	12
	B Theory/ Concept based question	6	
	OR		
	C Theory/ Concept based question	12	
Q. 5	A Application based question	12	12
	OR		
	B Application based question	12	
TOTAL			60

CRITERIA FOR EVALUATING POWER POINT PRESENTATION/CASE STUDY/ APPLICATIONBASED ACTIVITY: _____

MARKS: 20

FY/SY/TY BBA: Division A/B

Semester: _____

Name of the Topic		Date of Presentation:					
Sr. No	Roll No	Name of the student	Content (5)	Team building (5)	Presentation skills		Total (20)
					Verbal (5)	Non Verbal (5)	
1							
2							
3							
4							

Sign: 1 _____ 2. _____ 3. ___ 4. ___ Faculty Sign: _____

Name of the Topic		Date of Presentation:					
Sr. No	Roll No	Name of the student	Content (5)	Team building (5)	Presentation skills		Total (20)
					Verbal (5)	Non Verbal (5)	
1							
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3							
4							

Sign: 1 _____ 2. _____ 3. ___ 4. ___ Faculty Sign: _____

Name of the Topic		Date of Presentation:					
Sr. No	Roll No	Name of the student	Content (5)	Team building (5)	Presentation skills		Total (20)
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1							
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3							
4							

Sign: 1 _____ 2. _____ 3. ___ 4. ___ Faculty Sign: _____

Ability Enhancement Courses (AEC)
Corporate Communication & Public Relations- 4 Credits

Corporate Communication & Public Relations	
Course Objectives	
CObj 1	To enable the learners to understand what corporate communication is.
CObj 2	To create awareness about what its role in corporations is, and the different perspectives on corporate communication.
CObj 3	To enable the learner to understand key concepts of corporate communication and public relations.
CObj 4	To ensure the learners know key theories of corporate communications and public relations.
Course Outcomes	
COut 1	The learners will develop knowledge, skills, and judgment around human communication.
COut 2	The learners are aware of the different traits that facilitate their ability to work collaboratively with others.
COut 3	The learner will cultivate communication skills to improve his/her competencies.
COut 4	The learner learns to manage conflict, understand small group processes, actively listen and appropriate self-disclosure.

Modules at a glance:

Sr. No.	Modules	No. of Lectures
1.	Foundation of Corporate Communication	15
2.	Understanding Public Relations	15
3.	Functions of Corporate Communication and Public Relations	15
4.	Emerging Technology in Corporate Communication and Public Relations	15
Total		60

Syllabus :

Module No.	Modules / Units
1	Foundation of Corporate Communication
	<p>Corporate Communication: Scope and Relevance Introduction, Meaning, Scope, Corporate Communication in India, Need/ Relevance of Corporate Communication in Contemporary Scenario</p> <p>Keys concept in Corporate Communication Corporate Identity: Meaning and Features, Corporate Image: Meaning, Factors Influencing Corporate Image, Corporate Reputation: Meaning, Advantages of Good Corporate Reputation</p> <p>Ethics and Law in Corporate Communication Importance of Ethics in Corporate Communication, Corporate Communication and Professional Code of Ethics, Mass Media Laws: Defamation, Invasion of Privacy, Copyright Act, Digital Piracy, RTI</p>
2	Understanding Public Relations
	<p>Fundamental of Public Relations: Introduction, Meaning, Essentials of Public Relations, Objectives of Public Relations, measurement of Public Relations objectives, PR campaigns,</p> <p>Scope of Public Relations, Significance of Public Relations in Business</p> <p>) Emergence of Public Relations: Tracing Growth of Public Relations, Public Relations in India, Reasons for Emerging International Public Relations</p> <p>) Public Relations Environment: Introduction, Social and Cultural Issues, Economic Issues, Political Issues, Legal Issues</p> <p>Theories used in Public Relations: Systems Theory, Situational Theory, Social Exchange Theory, Diffusion Theory</p>
3	Functions of Corporate Communication and Public Relations
	<p>a) Media Relations: □ Introduction, Importance of Media Relations, Sources of Media Information, Building Effective Media Relations, Principles of Good Media Relations</p> <p>b) Employee Communication: □ Introduction, Sources and organizing of Employee Communications, Public speaking and presentation skills for PR professionals, Introduction to PR agencies, Benefits of Good Employee Communications, Steps in Implementing An Effective Employee Communications Programme, Role of Management in Employee Communications</p> <p>c) Crisis Communication: □ Introduction, Impact of Crisis, Role of Communication in Crisis, Guidelines for Handling Crisis, Trust Building</p> <p>d) Financial Communication: Introduction, Tracing the Growth of Financial Communication in India, Audiences for Financial Communication, Financial Advertising</p>
4	Emerging Technology in Corporate Communication and Public Relations
	<p>Contribution of Technology to Corporate Communication Introduction, Today's Communication Technology, Importance, functions and types of Technology to Corporate Communication, New Media: Web Conferencing, Really Simple Syndication (RSS) , Information Technology in Corporate Communication Introduction, E-media Relations, E-internal Communication, E-brand Identity and Company Reputation c) Corporate Blogging Introduction, Characteristics, Types, Role and Content writing for Corporate Blogging and other platforms.</p>

Reference Books:

1. Richard R. Dolphin, The Fundamentals of Corporate Communication
2. Joep Cornelissen, Corporate Communications: Theory and Practice
3. James L. Horton, Integrating Corporate Communication: The Cost Effective Use of Message & Medium
4. Sandra Oliver, Handbook of Corporate Communication & Public Relations A Cross-Cultural Approach
5. Rosella Gambetti, Stephen Quigley, Managing Corporate Communication
6. Joseph Fernandez, Corporate Communications: A 21st Century Primer
7. C.B.M. van Riel, Chris Blackburn, Principles of Corporate Communication
8. Jaishri Jethwaney, Corporate Communication: Principles and Practice

Teaching Pedagogy

Lectures/tutorials/field work/outreach activities/ project work/ vocational training/ viva / seminars / term papers/ assignments / presentations / self-study/case studies etc. or a combination of some of these. Sessions shall be interactive in nature to enable peer group learning.

Allocation of 40 Marks---Continuous Internal evaluation (CIE)

Method of evaluation	Total marks
Written Test	15
Power Point Presentation-Pre-set criteria/ Report on guest lecture/ activity	20
Class Participation & attendance	5
TOTAL	40

Paper pattern for written test of 15 Marks

Question No.	Particulars	Total marks
Q.1	Question based on theory/concept taught. (Any Two out of Three)	10
	OR	
	Application based question	
Q.2	Write short note (Any One out of Two)	5
	TOTAL	15

Paper pattern for Semester End Examination (SEE) of 60 Marks

Question No.	Particulars		Marks per Question	Total marks
Q.1	A	Theory/ Concept based question	6	12
	B	Theory/ Concept based question	6	
	OR			
	C	Theory/ Concept based question	12	
Q.2	A	Theory/ Concept based question	6	12
	B	Theory/ Concept based question	6	
	OR			
	C	Theory/ Concept based question	12	
Q.3	A	Theory/ Concept based question	6	12
	B	Theory/ Concept based question	6	
	OR			
	C	Theory/ Concept based question	12	
Q. 4	A	Theory/ Concept based question	6	12
	B	Theory/ Concept based question	6	
	OR			
	C	Theory/ Concept based question	12	
Q. 5	A	Application based question	12	12
	OR			
	B	Application based question	12	
TOTAL				60

CRITERIA FOR EVALUATING POWER POINT PRESENTATION/CASE STUDY/ APPLICATION
 BASED ACTIVITY: _____

MARKS: 20

FY/SY/TY BBA: Division A/B

Semester: _____

Name of the Topic		Date of Presentation:					
Sr. No	Roll No	Name of the student	Content (5)	Team building (5)	Presentation skills		Total (20)
					Verbal (5)	Non Verbal (5)	
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Name of the Topic		Date of Presentation:					
Sr. No	Roll No	Name of the student	Content (5)	Team building (5)	Presentation skills		Total (20)
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