

S P Mandali's  
**R. A. PODAR COLLEGE OF COMMERCE AND  
ECONOMICS (AUTONOMOUS),**  
Matunga, Mumbai-400019

## Course Structure

Bachelor of Business Administration  
(Shipping & Logistics Management)  
Semester I & II

HYPERLINK "http://www.rapodar.ac.in" [www.rapodar.ac.in](http://www.rapodar.ac.in)

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**R. A. PODAR COLLEGE OF COMMERCE AND  
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Matunga, Mumbai-400019

Syllabus  
And  
Question paper pattern  
Bachelor of Business Administration  
(Shipping & Logistics Management)

F.Y. BBA Semester I

Syllabus as per National Education Policy 2020  
To be implemented from Academic Year 2023-2024

**A.Y.2024-25**

HYPERLINK "http://www.rapodar.ac.in" [www.rapodar.ac.in](http://www.rapodar.ac.in)

### Program Specific Outcomes FYBBA

Program Specific Outcomes No.	At the end of the program, learners will be able to
PSO 1	Students understand fundamental logistics principles, including transportation modes, intermediaries' roles, and freight forwarding.
PSO 2	Learners are capable of applying analytical reasoning to propose solutions for scenarios like route optimization, inventory control, and transportation logistics.
PSO 3	Learners can analyse economic factors impacting logistics decision-making, such as demand, supply, and pricing changes.
PSO 4	Students are able to assess the effectiveness of mathematical and statistical techniques in solving shipping and logistics problems.
PSO 5	Learners develop a comprehensive conceptual model illustrating the flow of goods in logistics.
PSO 6	Students are equipped with effective communication skills in written reports and oral presentations for conveying complex concepts clearly in various languages.
PSO 7	Students explore international maritime laws, trade regulations, and compliance requirements governing the shipping industry.
PSO 8	Learners analyse logistics scenarios using critical thinking skills and apply self-directed learning for continuous improvement.
PSO 9	Students understand cultural nuances, technological developments, and their impact on logistics operations.
PSO 10	Gain knowledge of different transportation modes, their documentation, and their economic, environmental, and global trade influences.
PSO 11	Develop cargo management strategies considering specialized cargo types, global regulations, and sustainability practices.
PSO 12	Based on knowledge of various concepts implement real-time tracing mechanisms using advanced technologies for enhanced tracking accuracy and responsiveness in shipments.
PSO 13	Learners analyse and integrate emerging technologies like autonomous vehicles and IoT applications for increased efficiency in logistics operations.
PSO 14	Students apply scientific reasoning for advanced optimization techniques in warehousing operations, incorporating robotics, automation, and smart technologies.
PSO 15	Learners are capable of applying moral and ethical reasoning in evaluating and recommending comprehensive insurance strategies for mitigating risks in global logistics operations, patents and innovations in products and business procedures.

**Bachelor of Business Administration (BBA) Programme (Shipping & Logistics Management)**  
Syllabus as per National Education Policy 2020

*Course Structure*

**F.Y.B.B.A (Level 4.5)**

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

No. of Courses	Semester I	Credits	No. of Courses	Semester II	Credits
<b>1</b>	<b>Major (06 credits)</b>		<b>1</b>	<b>Major (06 credits)</b>	
<b>1.A</b>	<b>Shipping &amp; Logistics Management- I</b>		<b>1.A</b>	<b>Shipping &amp; Logistics Management- II</b>	
1.A.a	Maritime Industry	<b>03</b>	1.A.a	Logistics Management	<b>03</b>
1.A.b	Shipping Management	<b>03</b>	1.A.b	Geography of Sea Transport	<b>03</b>
<b>2</b>	<b>Minor (03 credits)</b>		<b>2</b>	<b>Minor (03 credits)</b>	
2.A.a	Economics - I	<b>03</b>	2.A.a	Economics II	<b>03</b>
<b>3</b>	<b>General Elective (GE)/ Open Elective (OE) (03 Credits)</b>		<b>3</b>	<b>General Elective (GE)/ Open Elective (OE) (03 Credits)</b>	
3.A.a	Computer Applications and System-I	<b>03</b>	3.A.a	Computer Applications and System - II	<b>03</b>
<b>4</b>	<b>Vocational &amp; Skill Enhancement Courses (VSEC) (02 credits)</b>		<b>4</b>	<b>Vocational &amp; Skill Enhancement Courses (VSEC) (04 credits)</b>	
<b>4.A</b>	<b>Vocational Skill Course (VSC)</b>		<b>4.A</b>	<b>Vocational Skill Course (VSC)</b>	
	----- NA-----		4.A.a	Intellectual property Rights	<b>02</b>
<b>4.B</b>	<b>Skill Enhancement Course (SEC)</b>		<b>4.B</b>	<b>Skill Enhancement course (SEC)</b>	
4.B	Office Automation	<b>02</b>	4.B	Techniques & Procedures of Freight forwarding	<b>02</b>
<b>5</b>	<b>Ability Enhancement Course, Value Enhancement Course, Indian Knowledge System (08 credits)</b>		<b>5</b>	<b>Ability Enhancement Course, Value Enhancement Course, Indian Knowledge System (06 credits)</b>	
<b>5.A</b>	<b>Ability Enhancement Course (AEC)</b>		<b>5.A</b>	<b>Ability Enhancement Course (AEC)</b>	
5.A.a	Language & Literature-I	<b>03</b>	5.A.a	Language and Literature - II	<b>03</b>
<b>5.B</b>	<b>Value Enhancement Course (VEC)</b>		<b>5.B</b>	<b>Value Enhancement Course (VEC)</b>	
5.B.a	Mathematical techniques	<b>03</b>	5.B.a	Statistical techniques	<b>03</b>
<b>5.C</b>	<b>Indian Knowledge System (IKS)</b>				
5.C.a	Indian traditional approach in conservation and sustainability	<b>02</b>		-----NA----	
<b>TOTAL</b>	<b>CUMULATIVE CREDITS</b>		<b>22</b>	<b>CUMULATIVE CREDITS</b>	
			<b>22</b>		

**Exit option at the end of the first year (on completion of semester I and semester II):**

Under Graduate Certificate in **Shipping and Logistics Management** will be awarded to a learner on fulfillment of the following conditions:

1. The learner should have acquired 44 credits in Semester I and II considered together.
2. The learner should acquire an additional 4 credits as per norms by completing recognized courses under the National Skill Qualification Framework (NSQF) such as Introduction to Warehouse Safety, Warehouse Management: Employees, Safety & Warehouse Costs, and Internship.

**Syllabus of courses of FYBBA Programme  
(With effect from the Academic Year 2023-2024)**

**1. Major**

**Maritime Industry**

**(3 Credits)**

**Semester I**

<b>1. Major</b>	
<b>Shipping &amp; Logistics Management- I</b>	
<b>1.A.a Maritime Industry</b>	
<b>Course Objectives and Course Outcomes</b>	
<b>Course Objectives</b>	
CObj 1	To enable the learner to get an insight into the shipping industry
CObj 2	To ensure in-depth learning of all aspects of trade and shipping procedures
CObj 3	To understand the process and procedures related to the shipping industry
CObj 4	Familiarity with cargo operations, Role of stakeholders
<b>Course Outcomes</b>	
COut 1	The learner studies the evolution, dynamics, and role of shipping services in the business world
COut 2	The learners can comprehend the nature and functioning of the shipping industry, including the roles of various stakeholders.
COut 3	The learner is able to identify current trends shaping the industry
COut 4	The learner is capable of classifying different types of ships and understand the specific types of cargo they transport.
COut5	The role and functions of maritime administration, including the International Maritime Organization (IMO) and the Director General of Shipping are known to the learner.
COut6	The learner identifies the importance of vessel agents and shipping agents in facilitating smooth operations within the shipping industry.
COut7	Learner grasps the roles of customs and the required documentation for cargo clearance, including import procedures, valuation, and legal provisions.
COut8	The learner gains knowledge regarding the roles of carriers, ports, and third parties in both liner and bulk shipping, including processes such as ship inward/outward at harbors and consignment clearing
COut9	He/ She learns common shipping terms and abbreviations used in the industry.
COut10	Learner collects information about the use of cargo handling equipment at ports and effective equipment management for efficient cargo handling
COut11	Learner has comprehensive knowledge about future trends in the shipping industry, such as ease of doing business, trade facilitation, and initiatives by Indian Customs, including digitalization of cargo clearance and single window policy implementation.
COut12	Students become acquainted with emerging shipping technologies, including digital sensing, megaships, greener shipping practices, the use of liquefied natural gas (LNG)

**Modules at a Glance**

<b>Maritime Industry</b>		
<b>Sr.No.</b>	<b>Modules</b>	<b>No. of Lectures</b>
1	Evolution, Dynamics of Business and role of Shipping Services	15
2	Clearance of Cargo and Role of various stake holders	15
3	Future Trends	15
<b>Total No. of Lectures:</b>		<b>45</b>

<b>Sr. No.</b>	<b>Modules / Units</b>
1	<b>Evolution, Dynamics of Business and role of Shipping Services</b>
	<p><b>Nature and Working of the Shipping Industry</b> History of Indian shipping, Current trends</p> <p><b>Types of Ships</b> Research vessels, Fisheries vessels, Service ships, and Cable-laying ships, Merchant ships: Passenger ships, General cargo &amp; bulk ships, Types of cargo carried.</p> <p><b>Maritime Administration</b> International Maritime Organization &amp; Director General of Shipping – Role and functions , Vessel Agents, Shipping agents</p>
2	<b>Clearance of Cargo and Role of various stake holders</b>
	<p><b>Role of Customs and Documentation</b> Role of Custom broker, Custom clearance, Import procedure, Valuation, Legal provision.</p> <p><b>Carriers, Ports and Third Parties in Liner and Bulk Shipping</b> Ship inward / outward at harbor and clearing of consignments, Shipping terms and abbreviations used in industry.</p> <p><b>Cargo Handling and Management</b> -Cargo handling equipment used at ports, Use and effective management of equipment.</p>
3	<b>Future Trends</b>
	<p>Ease of doing business and Trade facilitation: Indian Customs Foreign Trade Policy/ Ministry of Commerce</p> <p>Digital censoring, Megaships, Greener shipping, Liquefied natural gas (LNG)as fuel, Solar and wind power for ships.</p> <p>Shipping Technology, GOI initiatives for paperless cargo clearance and Single window policy</p>

## ***Question Paper Pattern (Academic Year: 2024-2025)***

### **Internal Examination & Semester End Examination – 100 Marks**

#### **A) Internals-40 Marks**

##### **Allocation of 40 Marks---Internal evaluation**

<b>Method of evaluation</b>	<b>Marks</b>
Case Study/ field visits/ Project work	20
PowerPoint Presentation-Pre-set criteria	20
<b>TOTAL</b>	<b>40</b>

#### **B) Semester End Examination (SEE)- 60 Marks**

Maximum Marks 60

Duration: 2 Hours

Note: 1. All questions are compulsory.

2. All questions carry equal marks

##### **Paper pattern for written test of 60 Marks**

<b>Question No.</b>	<b>Particulars (Nature of Questions)</b>	<b>Marks (Given)</b>	<b>Marks (To Be Attempted)</b>	
Q.1	Attempt <b>any four</b> from the following.		20	
	A	Theory/Concept based question		5
	B	Theory/Concept based question		5
	C	Theory/Concept based question		5
	D	Theory/Concept based question		5
	E	Theory/Concept based question		5
Q.2	Attempt <b>any four</b> from the following.		20	
	A	Theory/Concept based question		5
	B	Theory/Concept based question		5
	C	Theory/Concept based question		5
	D	Theory/Concept based question		5
	E	Theory/Concept based question		5
Q.3	Attempt <b>any four</b> from the following.		20	
	A	Theory/Concept based question		5
	B	Theory/Concept based question		5
	C	Theory/Concept based question		5
	D	Theory/Concept based question		5
	E	Theory/Concept based question		5
<b>TOTAL</b>			<b>60</b>	

**Reference books:**

1. "Introduction to Shipping" by Alan E. Branch
2. Maritime Economics: Management and Marketing" by Martin Stopford
3. "Shipping and Logistics Management" by Yuen Ha Li and Kee Hung Lai
4. "Maritime Law" by Christopher Hill
5. The Shipping Man: A Novel" by Matthew McCleery



**Syllabus of courses of FY BBA Programme  
(With effect from the Academic Year 2023-2024)**

**1. Major  
Shipping Management  
(3 Credits)**

**Semester I**

<b>1.Major</b>	
<b>1.A Shipping &amp; Logistics Management-I</b>	
<b>1.A.b. Shipping Management</b>	
<b>Course Objectives and Course Outcomes</b>	
<b>Course Objectives</b>	
CObj 1	Ensures easy understanding of theory and its application. The learner acquires knowledge and insight into recent trends in management.
CObj 2	Enhances decision-making and managerial skills related to Shipping operations
CObj 3	To understand the functions and process of management
<b>Course Outcomes</b>	
COut 1	The learner understands fundamental concepts of shipping management, including the roles of shipping companies, ship-owners, and merchants in the industry.
COut 2	The student comprehends the limitations of ship-owner's liability and the importance of bills of lading in shipping operations.
COut 3	Students apply knowledge of containerization terms, such as Full Container Load (FCL), Less than Container Load (LCL), and transshipment, in practical shipping scenarios.
COut 4	Learner learns the advantages and disadvantages of containerization in the shipping industry.
COut 5	Learner grasps the significance of stowage planning, cargo securing, and inspection of cargo in shipping operations.
COut 6	Student analyses & applies the considerations related to handling hazardous goods, infestation, condensation, and the use of cargo protection equipment.
COut 7	Learner can implement labeling and marking guidelines to ensure proper identification and handling of cargo.
COut 8	Student will coordinate in applying & developing universal performance packaging standards for shipping companies based on industry best practices.
COut 9	Comprehend the management functions of planning, decision making, organizing, directing, coordination, and controlling in the context of shipping management.
COut10	Assess recent trends in shipping management, such as green management practices and the integration of artificial intelligence (AI) in managerial processes.

### Modules at a Glance

Shipping Management		
Sr. No.	Modules	No. of Lectures
1	Introduction to Shipping Management	15
2	Shipping Operations	15
3	Management functions and Application in Shipping	15
<b>Total</b>		<b>45</b>

Sr. No.	Modules
<b>1</b>	<b>Introduction to Shipping Management</b>
	<p><b>Introduction to Shipping Management</b>            The shipping company, Ship-owner and Merchant, The Merchant Shipper Limitation of Ship owner's Liability, Bills of Lading:</p> <ul style="list-style-type: none"> <li>• Containerization:</li> <li>• Types of Containers: General Cargo Container, Thermal Container</li> <li>• Terms: Full Container Load (FCL), Less than container Load (LCL), Container Yard (CY), Container Freight Station (CFS), Liner Terms, FIO (Free In /Out) , Transshipment:</li> </ul> <p>Advantages of Containerization, Disadvantages of Containerization</p>
<b>2</b>	<b>Shipping Operations</b>
	<p>Stowage Planning, Securing the Cargo, Inspection of Cargo, Hazardous goods, Infestation Condensation, De-humidifiers, Insulation, Desiccants, Absorbent, Ventilation, Post Packing Pointers</p> <p>Labelling and Marking, Shipping Mark Guidelines, Universal Performance Packaging Standards for Shipping Companies, Complete Marking (Shipping Mark, Information Mark Handling Instruction)</p>
<b>3</b>	<b>Management Functions and Application in Shipping</b>
	<p>Management: Evolution, Scientific and Administrative management            Planning: Importance, types, Decision Making: Techniques of Decision-Making            Organizing: Concepts, Structure (Formal &amp; Informal, Line &amp; Staff and Matrix),            Span of Control: Meaning, Factors affecting span of Control            Directing: Meaning and Process            Co-ordination as an Essence of Management            Controlling: Meaning, Process and Techniques            Recent Trends: Green Management, AI in management</p>

### *Question Paper Pattern (Academic Year: 2024-2025)*

#### **Internal Examination & Semester End Examination – 100 Marks**

##### **A) Internals-40 Marks**

##### **Allocation of 40 Marks---Internal evaluation**

<b>Method of evaluation</b>	<b>Marks</b>
Case Study/ field visits/ Project work	20
PowerPoint Presentation-Pre-set criteria	20
<b>TOTAL</b>	<b>40</b>

##### **B) Semester End Examination (SEE)- 60 Marks**

Maximum Marks 60

Duration: 2 Hours

- Note: 1. All questions are compulsory subject to the internal choice  
2. All questions carry equal marks

##### **Paper pattern for written test of 60 Marks**

<b>Question No.</b>	<b>Particulars (Nature of Questions)</b>	<b>Marks (Given)</b>	<b>Marks (To Be Attempted)</b>	
Q.1	Attempt <b>any four</b> from the following.		20	
	A	Theory/Concept based question		5
	B	Theory/Concept based question		5
	C	Theory/Concept based question		5
	D	Theory/Concept based question		5
Q.2	Attempt <b>any four</b> from the following.		20	
	A	Theory/Concept based question		5
	B	Theory/Concept based question		5
	C	Theory/Concept based question		5
	D	Theory/Concept based question		5
Q.3	Attempt <b>any four</b> from the following.		20	
	A	Theory/Concept based question		5
	B	Theory/Concept based question		5
	C	Theory/Concept based question		5
	D	Theory/Concept based question		5
<b>TOTAL</b>			<b>60</b>	

**Reference Books (with Chapters):**

- Principles of Management, Ramasamy, Himalaya Publication, Mumbai
- Principles of Management, Tripathi Reddy, Tata Mc Graw Hill
- Management Text & Cases, VSP Rao, Excel Books, Delhi
- Alan E . Branch- “Elements of Shipping”-Routledge-Taylor & Francis Group 9<sup>th</sup> edition, 2015 or later
- Friday forward by Robert Glazzer
- Fix This Next by Mike Michalowicz

**Syllabus of courses of FYBBA Programme (With  
effect from the Academic Year 2023-2024)**

**2. Minor**

**Economics- I**

**(3 Credits)**

**Semester I**

<b>2.Minor</b>	
<b>Shipping &amp; Logistics management</b>	
<b>2.A. Economics I</b>	
<b>Course Objectives and Course Outcomes</b>	
<b>Course Objectives</b>	
COBj 1	To understand the fundamentals of Economics at micro and macro levels.
COBj 2	To understand Economic importance of Shipping and Transport system.
COBj 3	To understand the role of government, market cycles in shipping.
<b>Course Outcomes</b>	
COOut 1	Learner understands the basics of demand, supply and price determination in various markets.
COOut 2	Learner understands the various aspects of Shipping such as its origin, its economic importance, the role of ports in transport and the role of government in shipping.
COOut 3	The learner is able to understand the basics of Shipping Market Economics- Shipping market cycles, their characters, shipping risks, Sailing and Bulk shipping cycles.
COOut 4	Learner understands the impact of changes in demand, supply and price determination in various markets.
COOut 5	Learner understands the concept of market, saving investment, inflation and trade Cycle
COOut 6	Learners understand the shipping market cycle
COOut 7	Learners understand the role of government in shipping
COOut 8	Learners apply knowledge of macroeconomics' various variables to understand its impact on the shipping industry
COOut 9	Learners understand the freight rate mechanism
COOut 10	Learner understands the importance of Shipping, transport systems & logistics Management

**Modules at a Glance**

<b>Economics-I</b>		
<b>Sr.No.</b>	<b>Modules</b>	<b>No. of Lectures</b>
1	Introduction to Economics and Basic Concepts	15
2	Introduction to Shipping	15
3	Shipping Market Economics	15
<b>Total No. of Lectures:</b>		<b>45</b>

<b>Sr. No.</b>	<b>Modules / Units</b>
<b>1</b>	<b>Introduction to Economics and Basic Concepts</b>
	<ul style="list-style-type: none"> <li>• Meaning of Micro Economics and Macro Economics</li> <li>• Concept of Demand, its determinants</li> <li>• Concept of Supply and its determinants</li> <li>• Determination of Equilibrium Price</li> <li>• Concept of Market, various types of Market – Money Market, Capital Market</li> <li>• Savings, Investments and Determination of Interest Rates</li> <li>• Foreign Exchange Market, determination of Equilibrium Exchange Rate</li> <li>• Inflation and its impact on the economy</li> <li>• Trade Cycles</li> </ul>
<b>2</b>	<b>Introduction to Shipping</b>
2	<ul style="list-style-type: none"> <li>• Origin of Shipping</li> <li>• Economic importance of shipping</li> <li>• The role of ports in transport system</li> <li>• The role of government in shipping</li> </ul>
<b>3</b>	<b>Shipping Market Economics</b>
	<ul style="list-style-type: none"> <li>• Shipping market cycle</li> <li>• Characteristics of shipping cycle</li> <li>• Shipping risks</li> <li>• Sailing Shipping cycles, Bulk Shipping Cycles</li> </ul>



**Reference Books**

1. The Business of Shipping – Ira Breskin
2. Maritime Economics – Martin Stopford
3. Port Economics – Wayne K. Talley
4. The Blackwell Companion to Maritime Economics
5. The Handbook of Maritime Economics and Business Economics – Costas Grammeros
6. Economics of Maritime Business – Shao Ma
7. Maritime Economics : A macro-economic approach – Elias Karakitsos & Lambros Varnavides



**Syllabus of courses of FYBBA Programme**  
**(With effect from the Academic Year 2023-2024)**  
**3. General Elective/Open Elective**  
**Computer Applications & System-I (3 Credits)**

**Semester I**

<b>3. General /Open Electives</b>	
<b>General Elective (GE)/ Open Elective (OE)</b>	
<b>Computer Applications &amp; System-I</b>	
<b>Course Objectives and Course Outcomes</b>	
CObj 1	To impart knowledge in concepts and components of Data Communications and Networking
CObj 2	To understand use of Internet in business
CObj 3	To access and manipulate the information and data using MySQL
CObj 4	To impart knowledge in concepts and types of E-Commerce
COOut5	To Understand basic concepts of Web pages using HTML tags
<b>Course Outcomes</b>	
COOut 1	Learner gains knowledge regarding concepts of data communication, networking, Internet, databases, and MySQL.
COOut 2	Recall the basic principles and components of the Internet's infrastructure.
COOut 3	Learn the characteristics and functions of MySQL and its various features
COOut 4	Illustrate a clear comprehension of the client-server model and its relevance to the Internet.
COOut5	Evaluate and compare different network topologies, considering their performance and suitability for specific scenarios
COOut6	Construct a comprehensive MySQL database schema tailored to a specific application's requirements
COOut7	Analyze and evaluate network protocols, assessing their impact on efficient data communication.
COOut8	Explain the purpose and usage of MySQL functions in database operations
COOut9	Assess the security measures implemented in a network infrastructure and their effectiveness.
COOut10	Demonstrate an understanding of how data is transmitted and received over networks.

**Modules at a Glance**

<b>Computer Applications &amp; Systems-I</b>		
<b>Sr. No.</b>	<b>Modules</b>	<b>No. of Lectures</b>
1	Data Communication, Networking and Internet, Network Basics and Infrastructure, Internet	15
2	Database and MySQL, MySQL Basics, MYSQL Functions	15
3	Advance Database and MySQL, Multi-table queries, Nested Queries (Only up to two levels)	15
<b>Total No. of Lectures:</b>		<b>45</b>

<b>Sr. No.</b>	<b>Modules</b>
<b>1</b>	<b>Data Communication, Networking and Internet, Network Basics and Infrastructure, Internet</b>
	<p><b>Data Communication, Networking and Internet</b>  Data Communication Component  Data representation  Distributed processing</p> <p><b>Network Basics and Infrastructure</b>  Network Models  LAN, MAN, WAN  Network Hardware: Hubs, Bridges, Switches, and Routers  Network Structures – Server Based, Client server, Peer to Peer  Topologies – Star, Bus, Ring.  Network Protocols – TCP/IP, OSI Model</p> <p><b>Internet</b>  Definition, Types of connections, Services on net- WWW, Email-Blogs.  IP addresses, Domain names, URLs, Hyperlinks, Web Browsers  Cyber Crime, Hacking, Sniffing, Spoofing</p>
<b>2</b>	<b>Database and MySQL, MySQL Basics, MYSQL Functions</b>

	<p><b>Database and MySQL</b>  Introduction  To Databases, Relational and Non-relational database system MySQL as a Nonprocedural Language  View of data</p> <p><b>MySQL Basics</b>  Introduction  Statements (Schema Statements, Data statements, Transaction statements), names (table &amp; column names)  Data types(Char, Varchar, Text, Medium text, Long text, Smallint, Bigint, Boolean,Decimal, Float, Double, Date, Date Time, Timestamp, Year, Time)</p> <p><b>MYSQL Functions</b>  Creating Database, inserting data, Updating data, Deleting data  Expressions, Built-in-functions- lower, upper, reverse, length, ltrim, rtrim, trim, left, right, mid, concat, now, time, date, curdate, day, month, year, dayname, monthname, abs, pow, mod, round, sqrt  Missing data(NULL and NOT NULL DEFAULT values)  CONSTRAINTS</p>
3	<b>Advance Database and MySQL, Multi-table queries, Nested Queries (Only upto two levels)</b>
	<p><b>Advance Database and MySQL</b>  MySQL Simple queries: The SELECT statement (From, Where, Group By, Having, Order By, Distinct)  Filtering Data by using conditions  Aggregate Functions- count, sum, avg, max, min</p> <p><b>Multi-table queries</b>  Simple joins (INNER JOIN)  SQL considerations for multi table queries (table aliases, qualified column)  All (column selections self joins)</p> <p><b>Nested Queries (Only upto two levels)</b>  Using sub queries, sub query search conditions, sub queries &amp;  Joins, nested sub queries, correlated sub queries, subqueries in the HAVING clause  Simple Transaction illustrating START, COMMIT, and ROLLBACK</p>
SR.NO	PRACTICAL
1	Creating tables using MySQL.
2	Modifying tables using MySQL.
3	Case Studies on Star, Ring, Bus Topology
4	Using CLI checking ip address
5	Use of command ping, netcat, tracer



**References:**

1. Data Communication and Networking -Behrouz A Forouzan
2. Introduction to Computers – Peter Norton, Tata McGraw Hill
3. Fundamentals of Database Systems – Elmasri Navathe, Somayajulu, Gupta
4. Database Systems and Concepts - Henry F. Korth, Silberschatz, Sudarshan McGraw Hill
5. DBMS – Date "Digital Marketing". Techopedia. Retrieved 22 August 2015.
6. The complete reference SQL - Vikram Vaswani TMH
7. The complete reference SQL - James R. Groff & Paul N. Weinberg TMG
8. Learning SQL - Alan Beaulieu O'REILLY.
9. Learning MySQL - Seyed M. M. and Hugh Williams, O'REILLY.
10. SQL a complete reference - Alexis Leon & Mathews Leon TMG
11. Data communication & Networking by Behrouz A.Forouzan

**Syllabus of courses of FY BBA Programme**  
**(With effect from the Academic Year 2023-2024)**  
**4. Vocational & Skill Enhancement Courses (VSEC)**  
**4.B Skill Enhancement Courses**

**Office Automation (2 Credits)**

**Semester I**

<b>4.Vocational &amp; Skill Enhancement Courses (VSEC)</b>	
<b>4.B Skill Enhancement course</b>	
<b>4.B Office Automation</b>	
<b>Course Objectives and Course Outcomes</b>	
<b>Course Objectives</b>	
CObj 1	To build an understanding of how to use excel from scratch and then gradually scale up to higher levels of competence.
CObj 2	To equip the students with MS Excel features which will develop their foundation of using spreadsheets.
CObj 3	To provide insights into the data analysis tools in Excel so that they can extract meaningful information from vast arrays of data.
CObj 4	To familiarize students with the important functions and data visualization features available in Excel which help in performing data mining.
CObj 5	To enable the students to assign validations and protections on them excel based templates and files so that unintended / malicious intrusions over the workings may be prevented.
<b>Course Outcomes</b>	
COut 1	The learners are able to assign validations and protections excel based templates and files
COut 2	Learners are able to create Pivot Tables and Pivot Charts
COut 3	The learner acquires knowledge about Conditional formatting
COut4	The learners can analyze Charts of various kinds
COut5	Learners is able to analyze more about Data Validation
COut6	The learner knows how to Protect the Workbook and Worksheet
COut7	The learner learns to assign read /write access passwords to files
COut8	Learner creates and opens workbooks
COut9	The learner is aware of the modification of columns, rows and cells

### Modules at a Glance

Office Automation		
Sr.No.	Modules	No. of Periods
1	Introduction to Excel	10
2	Essential Functions	10
3	Data Analysis, validation and Visualizations	10
<b>Total No. of Lectures:</b>		30

Sr. No.	Modules / Units
<b>I</b>	<b>Introduction to Excel</b>
	<ul style="list-style-type: none"> <li>• Creating and opening workbooks</li> <li>• Cell basics</li> <li>• Modifying columns, rows and cells</li> <li>• Worksheet basics</li> <li>• Introduction to formulas</li> <li>• Freeze Panes</li> <li>• Formatting features of cells</li> <li>• Sort</li> <li>• Filters</li> <li>• Fill Handle</li> <li>• Copy a sheet</li> <li>• Find and Replace</li> <li>• Relative and Absolute Cell Referencing</li> <li>• Text to columns</li> <li>• Paste Special</li> <li>• Subtotals</li> <li>• Comments</li> </ul>
<b>II</b>	<b>Essential Functions</b>
	<ul style="list-style-type: none"> <li>• Sum, Count, Min, Max, Average, Median, Subtotal</li> <li>• Date, Today, Now</li> <li>• If, And, Or</li> <li>• Vlookup and Hlookup</li> <li>• Round, Roundup and Rounddown</li> <li>• Sumif and Sumifs</li> <li>• Countif and Countifs</li> <li>• Averageif and Averageifs</li> <li>• Concatenate and Trim</li> </ul>

<b>III</b>	<b>Data Analysis, validation and Visualizations</b>
	<ul style="list-style-type: none"><li>• Pivot Tables and Pivot Charts</li><li>• Remove Duplicates</li><li>• Conditional formatting</li><li>• Charts of various kinds</li><li>• Data Validation</li><li>• Protect Workbook</li><li>• Protect Worksheet</li></ul> Assigning read /write access passwords to files



**Question Paper Pattern (Academic Year: 2024-2025)****Internal Examination & Semester End Examination – 50 Marks****A) Internals-20 Marks****A) Internals-20 Marks**

Method of evaluation	Total marks
Practical work	20
<b>TOTAL</b>	<b>20</b>

**B) Semester End Examination (SEE)- 30 Marks**

Maximum Marks 30

Duration : 1 Hour

Note: 1. All questions are compulsory.

2. All questions carry equal marks

Question No.	Particulars (Nature of Questions)	Marks (Given)	Marks (To Be attempted)
Q-1	Attempt <b>any two</b> of the following. A. Theory/ Concept based question B. Theory/ Concept based question C. Theory/ Concept based question	15	10
Q-2	Attempt <b>any two</b> of the following. A. Theory/ Concept based question B. Theory/ Concept based question C. Theory/ Concept based question	15	10
Q-3	Attempt <b>any two</b> of the following. A. Theory/ Concept based question B. Theory/ Concept based question C. Theory/ Concept based question	15	10
	<b>Total</b>	<b>45</b>	<b>30</b>

**Reference books:**

1. "Excel 2019 For Dummies" by Greg Harvey
2. "Microsoft Excel 2019 Step by Step" by Curtis Frye
3. "Excel Basics In 30 Minutes" by Ian Lamont:
4. "Microsoft Excel 2019 Formulas and Functions" by Paul McFedries:
5. "Excel 2019 Bible" by Michael Alexander and Richard Kusleika
6. "Excel Dashboards and Reports" by Michael Alexander and John Walkenbach
7. "Advanced Excel Essentials" by Jordan Goldmeier and John Alexander

**Syllabus of courses of FY BBA Programme  
(With effect from the Academic Year 2023-2024)**  
**5. Ability Enhancement Courses, Value Enhancement Course, Indian Knowledge System**  
**5.A Ability Enhancement Course (AEC)**  
**5.A.a Language & Literature-I (3 Credits) Semester I**

<b>5. Ability Enhancement Courses, Value Enhancement Course, Indian Knowledge System</b>	
<b>5.A Ability Enhancement Course (AEC)</b>	
<b>5.A.a Language &amp; Literature- I</b>	
<b>Course Objectives and Course Outcomes</b>	
<b>Course Objectives</b>	
CObj 1	To understand the effective use of PowerPoint presentation, the relevance and importance of interpersonal communication skills
CObj 2	To enhance written communication skills
CObj 3	To enable the learners to adapt to the requirements of the industry.
<b>Course Outcomes</b>	
COut 1	The learners learn to use statistical tools in PowerPoint presentations, and write letters of enquiry and letters of complaint.
COut 2	The practical application of preparing flyers and leaflets helps the learners demonstrate their creativity.
COut 3	The nonverbal communication skills of learners are enhanced.
COut 4	The learner is able to analyze the components of letter writing
COut 5	Learners can understand the theories of communication
COut 6	Learners can differentiate between the different modes of communication
COut 7	Learners is trained to apply ethics at work place
COut 8	Learners is able to create a resume and face job interviews with ease
COut 9	Learners can relate to the barriers of communication and are able to cope with the same
COut 10	Learners can apply the most appropriate and effective mode of communication

### Modules at a Glance

Language & Literature-I		
Sr. No.	Modules	No. of Lectures
1	Theory of Communication & Obstacles to Communication in Business World	15
2	Business Correspondence	15
3	Language and Writing Skills	15
<b>Total No. of Lectures:</b>		<b>45</b>

Sr. No.	Modules
1	<b>Theory of Communication &amp; Obstacles to Communication in Business World</b>
	<p>Concept of Communication: Meaning, Definition, Process, Need, Feedback Emergence of Communication as a key concept in the Corporate and Global world Impact of technological advancements on Communication Channels and Objectives of Communication: Channels- Formal and Informal- Vertical, Horizontal, Diagonal, Grapevine Objectives of Communication: Information, Advice, Order and Instruction, Persuasion, Motivation, Education, Warning, and Boosting the Morale of Employees(A brief introduction to these objectives to be given) Methods and Modes of Communication: Methods: Verbal and Nonverbal, Characteristics of Verbal Communication Characteristics of Non-verbal Communication, Business Etiquette Computers and E- communication: Organizing and use of Video and Satellite. Problems in Communication /Barriers to Communication: Physical/ Semantic/Language / Socio-Cultural / Psychological / Barriers, Ways to Overcome these Barriers Listening: Importance of Listening Skills, Cultivating good Listening Skills Introduction to Business Ethics: Concept and Interpretation, Importance of Business Ethics.</p>
2	<b>Business Correspondence</b>
	<p>Theory of Business Letter Writing: Parts, Structure, Layouts—Full Block, Principle of Effective Letter Writing, Principles of effective Email Writing, Personne Correspondence: Statement of Purpose, Job Application Letter and Resume, Letter oAcceptance of Job Offer, Letter of Resignation [Letter of Appointment, Promotion and Termination, Letter of Recommendation</p>

<b>3</b>	<b>Language and Writing Skills</b>
	Commercial Terms used in Business Communication Paragraph Writing: Developing an idea, using appropriate linking devices, etc Cohesion and Coherence, etc [Interpretation of technical data, Composition on a given situation, a short informal report & improvisation Activities] Listening, Comprehension, Speaking Skills: Presenting a News Item, Dialogue and Speeches Paragraph Writing: Preparation of the first draft, Revision and Self Editing, Rules of spelling. Reading Comprehension: Analysis of texts from the fields of Commerce and Management

### Language & Literature-I

#### Question Paper Pattern (Academic Year: 2024-2025)

#### Internal Examination & Semester End Examination – 100 Marks

##### A) Internals-40 Marks

##### Allocation of 40 Marks---Internal evaluation

Method of evaluation	Marks
Book review	20
Translation of newspaper article	20
<b>TOTAL</b>	<b>40</b>

##### B) Semester End Examination (SEE)- 60 Marks

Maximum Marks

60

Duration

: 2 Hours

Note: 1. All questions are compulsory.

2. All questions carry equal marks

#### Paper pattern for written test of 60 Marks

Question No.	Particulars (Nature of Questions)	Marks (Given)	Marks (To Be Attempted)	
Q.1	Attempt <b>any four</b> from the following.		20	
	A	Theory/Concept based question		5
	B	Theory/Concept based question		5
	C	Theory/Concept based question		5
	D	Theory/Concept based question		5
Q.2	Attempt <b>any four</b> from the following.		20	
	A	Theory/Concept based question		5
	B	Theory/Concept based question		5
	C	Theory/Concept based question		5
	D	Theory/Concept based question		5
Q.3	Attempt <b>any four</b> from the following.		20	
	A	Theory/Concept based question		5
	B	Theory/Concept based question		5
	C	Theory/Concept based question		5
	D	Theory/Concept based question		5
<b>TOTAL</b>			<b>60</b>	

**Reference Books ( with Chapters):**

1. Agarwal, AnjuD(1989) A Practical Handbook for Consumers, IBH.
2. Alien, R.K.(1970) Organisational Management through Communication. Podar :  
Nurturing IntellectCreating Personalities
3. Ashley,A(1992) A Handbook Of Commercial Correspondence, Oxford University Press.
4. Aswathapa, K (1991)Organisational Behaviour, Himalayan Publication, Mumbai.
5. Atreya N and Guha (1994) Effective Credit Management, MMC School of Management, Mumbai.
6. Bahl,J.C. and Nagamia,S.M. (1974) Modern Business Correspondence and Minute Writing.
7. Balan,K.R. and Rayudu C.S. (1996) Effective Communication, Beacon New Delhi.
8. Bangh, LSue, Fryar,Maridell and Thomas David A. (1998) How to Write First  
Class BusinessCorrespondence, N.T.C. Publishing Group USA
9. Banerjee, Bani P (2005) Foundation of Ethics in Mangement Excel Books
10. Businessworld SpecialCollector's Issue: Ethics and the Manager
10. Barkar, Alan(1993) Making Meetings Work, Sterling Publications Pvt. Ltd., New Delhi.
11. Basu,C.R.(1998) Business Organisation and Management, T.M.H.New Delhi.
12. Benjamin, James (1993) Business and Professional Communication Concepts and  
Practices, HarperCollins College Publishers, New York.
13. Bhargava and Bhargava(1971) Company Notices, Meetings and Regulations
14. Black, Sam (1972) Practical Public Relations, E.L.B.S. London.
15. BoveeCourtland,L and Thrill, John V(1989) Business Communication, Today McGraw Hill,  
New York,Taxman Publication.
16. Burton, G and Thakur, (1995) Management Today- Principles and Practices. T.M.H.,New Delhi.
17. Darrow, Richard, Forstal, Dan and Coolman, Aubrey (1967) Public Relations Handbook,  
TheDartwell Co., Chicago. - Dayal, Ishwar(1981) Managing Large Organizations: A  
Comparative Study.
18. Drucher,P.F.(1970) Technology, Management and Society, Pan Books London.
19. Drucher,P.F.(1974)Management Responsibilities Practices, Heinemann, London. 22.Eyre,  
E.C. (1985)Effective Communication Made Simple, Rupa and Co.Calcutta
20. Ecouse Barry, (1999), Competitive Communication: A Rhetoric for Modern Business, OUP.
21. Ecouse Barry, (1999), Competitive Communication: A Rhetoric for Modern Business, OUP.
22. Fisher Dalmar, (1999), Communication in Organisation, Jaico Pub House, Mumbai, Delhi.
23. Frailley, L.E. (1982) Handbook of Business Letters, Revised Edn. Prentice Hall Inc.
24. French, Astrid (1993) Interpersonal Skills. Sterling Publishers, Newdelhi.
25. 27 Fritzsche, David J (2005) Business Ethics: A Global and Managerial Perspective McGraw  
Hil

**Syllabus of courses of FY BBA Programme  
(With effect from the Academic Year 2023-2024)**

**5. Ability Enhancement Courses, Value Enhancement Course, Indian Knowledge System**

**5.B Value Enhancement Course (VEC)**

**5.B.a Mathematical Techniques-I (3 Credits)**

**Semester I**

<b>5. Ability Enhancement Courses, Value Enhancement Course, Indian Knowledge System</b>	
<b>5.B Value Enhancement Course (VEC)</b>	
<b>5.B.a Mathematical Techniques-I</b>	
<b>Course Objectives and Course Outcomes</b>	
<b>Course Objectives</b>	
CObj 1	To provide primary knowledge regarding Mathematics which can be used in logistics and supply chain management decision making.
CObj 2	To enable the students to gain knowledge about the valuation of investments basic mathematical tools used in logistics and supply chain management.
CObj 3	To ensure that the learners are able to graphically represent the data
<b>Course Outcomes</b>	
COut 1	Learners can comprehend the concept of annuity and concept of sinking fund
COut 2	Learners are able to distinguish between the concept of share and mutual funds in Constant
COut 3	Learners are able to analysis and interpret graphical data

**Modules at a Glance**

<b>Mathematical Techniques</b>		
Sr. No.	Modules	No. of Lectures
1	Shares, Mutual Fund	15
2	Interests and Annuity	15
3	Linear Programming Problems	15
<b>Total No. of Lectures:</b>		

Sr. No.	Modules
1	<b>Shares, Mutual Fund</b>
	<ul style="list-style-type: none"> <li>• Shares- Concept, face value, market value, dividend, Equity shares, preference shares, bonus shares,</li> <li>• Mutual Fund- Simple problems on calculation of net income after considering Entry load, exit load, dividend, change in net asset value</li> </ul>
2	<b>Interests and Annuity</b>
	<ul style="list-style-type: none"> <li>• Simple interest, compound interest, interest compounded more than once a year nominal, effective and continuous rates of interest.</li> <li>• Types of Annuity</li> <li>• Immediate (ordinary) annuity, its present value and future value.</li> <li>• Equated Monthly Instalments (EMI) using reducing interest system, amortization of loans</li> </ul>
3	<b>Linear Programming Problem</b>
	<ul style="list-style-type: none"> <li>• Mathematical Formulation of LPP</li> <li>• Solution to the LPP using Graphical Method</li> </ul>

### Mathematical Techniques-I

#### *Question Paper Pattern (Academic Year: 2024-2025)*

#### **Internal Examination & Semester End Examination – 100 Marks**

##### **A] Internals-40 Marks**

Allocation of 40 Marks Internal evaluation

Method of evaluation	Marks
Test	20
Assignment	20
<b>TOTAL</b>	<b>40</b>



**B] Semester End Examination (SEE)- 60 marks**

Maximum Marks 60

Duration: 2 Hours

- Note: 1. All questions are compulsory.  
2. All questions carry equal marks

Question No.	Particulars (Nature of Questions)	Marks (Given)	Marks (To Be Attempted)	
Q.1	Attempt <b>any four</b> from the following.		20	
	A	Theory/Concept based question		5
	B	Theory/Concept based question		5
	C	Theory/Concept based question		5
	D	Theory/Concept based question		5
Q.2	Attempt <b>any four</b> from the following.		20	
	A	Theory/Concept based question		5
	B	Theory/Concept based question		5
	C	Theory/Concept based question		5
	D	Theory/Concept based question		5
Q.3	Attempt <b>any four</b> from the following.		20	
	A	Theory/Concept based question		5
	B	Theory/Concept based question		5
	C	Theory/Concept based question		5
	D	Theory/Concept based question		5
<b>TOTAL</b>			<b>60</b>	

**Reference Books (with Chapters):**

- Mathematics for Economics and Finance, Martin Anthony, Norman Biggs, Cambridge lowprice editions, 2000.
- Business Mathematics, D.C. Sancheti, V.K. Kapoor, Sultan Chand & Sons Publications, 2006.
- Business Mathematics, J.K. Singh, 2009, Himalaya Publishing House.
- Mathematics for Business and Economics, J.D. Gupta, P.K. Gupta, Man Mohan, Tata McGrawHill Publishing Company Ltd.
- Mathematics of Finance 2nd Edition Schaum's Outline Series Peter Zima, Robert Browns Tata McGrawHill Publishing Company Ltd
- Business Mathematics by Dr. Amarnath Dikshit & Dr. Jinendra Kumar Jain.
- Business Mathematics by Bari – New Literature publishing company, Mumbai
- Mathematics for Economics and Business, RS Bhardwaj, 2010, Excel Books
- Business Mathematics, Zameerudin, Qazi, V.K. Khanna & S.K. Bhambri, Vikas Publishing House Pvt. Ltd, New Delhi
- R.S. Agarwal Quantitative Aptitude for Competitive examination Publication S chand.

**Syllabus of courses of FY BMS Programme  
(With effect from the Academic Year 2023-2024)**

**5. Ability Enhancement Courses, Value Enhancement Course, Indian Knowledge System**

**5.C Indian Knowledge System (IKS)**

**5.C.a Indian Traditional approach in conservation and sustainability (2 Credits)**

**Semester I**

<b>5. Ability Enhancement Courses, Value Enhancement Course, Indian Knowledge System</b>	
<b>5.C Indian Knowledge System (IKS)</b>	
<b>5.C.a Indian Traditional approach in conservation and sustainability</b>	
<b>Course Objectives and Course Outcomes</b>	
<b>Course Objectives</b>	
CObj 1	The course will enable the learner to understand the scientific and moral value of traditional ancient Indian knowledge.
CObj 2	The course is expected to convert ancient wisdom to the applied aspects of the modern scientific paradigm.
CObj 3	The course is expected to create interest and excitement in the learner to explore more on the specific area of knowledge.
CObj 4	The course is expected to empower the learner to inspire others in learning our own traditional practices of sustainability.
CObj 5	The course is expected to develop the interest in the learner to do further research in the specific area of knowledge.
<b>Course Outcomes</b>	
COout 1	The learners shall be able to acknowledge the contribution of traditional Indian wisdom in various commercial fields.
COout 2	The learner should be able to draw connections between the trade & commercial activities along with their influence on the environment and the efforts to address the same.
COout 3	The learners shall be able to identify traditional eco-friendly options for current modes of transportation.
COout 4	The learner should be able to understand the ancient practices of resource conservation and to have a holistic approach towards sustainable development in modern times.
COout 5	The learners should be able to analyze the current practices of land management with respect to ancient Indian practices for the conservation of the same.
COout 6	The syllabus shall enable the learners to correlate the conventional practices of water conservation with special reference to ancient wisdom in the same regards.
COout 7	The learners shall be able to suggest measures for forest conservation through various ancient Indian solutions.
COout 8	The learners should be able to evaluate the Indian contribution in various contemporary fields of social sciences and technologies.
COout 9	The learners should be able to describe the case studies to illustrate the significant contribution of Indian scholars in various conventional fields of social sciences.
COout 10	The learners should be able to examine the future perspectives and possibilities of various aspects of the Indian Knowledge System to enrich the society

### Modules at a Glance

Indian Traditional approach in conservation and sustainability		
Sr. No.	Modules	No. of Lectures
1	Conventional trade & commerce and environment	15
2	Resource conservation and sustainability	15
3	Significant Indian contributions to the world	Internal component/assessment
<b>Total No. of Lectures:</b>		<b>30</b>

Sr. No.	Modules
<b>1</b>	<b>Conventional trade &amp; commerce and environment</b>
	<p>A. Introduction and overview of the Indian Knowledge System. Indian disciplinary knowledge system in different fields like, architecture, science &amp; technology, nature, astronomy, agriculture, health and medicine, Defence (case study of Rani Abbakka Chowta who defeated Portuguese)</p> <p>B. Traditional commercial activities &amp; trade practices with reference to environmental conservation: Agricultural trade, Silk, Cotton, Spices, Metallurgy, Textile industry, etc.</p> <p>C. Transportation and its modes: Grand Trunk road, Boat &amp; ship-building, Energy efficiency in the transport sector: a current scenario, Eco mobility. Impact of transport on climate, the impact of climate on transport.</p>
<b>2</b>	<b>Resource conservation and sustainability</b>
	<p>A. Land Management &amp; Conservation: Ancient &amp; traditional agricultural activities, Conservation strategies, Harappan civilization-town planning, etc.</p> <p>B. Water Management &amp; Conservation: Harappan civilization, ancient practices of irrigation, Tanks, Lakes, Stepwells, Traditional rain-water harvesting, Community involvement.</p> <p>C. Forest &amp; Wildlife Conservation: Sacred forests, sacred groves, sacred hills, Social forestry, Agroforestry, Animal worshipping, Worshipping natural forces. Women and conservation- Ecofeminism.</p>

<b>3</b>	<b>Significant Indian contributions to the world (internal component/assessment)</b>
	<p>A. Contribution in the field of agriculture: Food crops, Cotton, Animal husbandry, etc.</p> <p>B. Contribution in the field of science and technology: Invention of zero, etc.</p> <p>C. Contributions in the field of health and medicine: Ayurveda, Meditation, Yoga, etc.</p> <p>D. Case studies on the Indian Knowledge System in any particular/ specific area of knowledge: Ayurveda, Agriculture, Astronomy, Architecture, Economics, Mathematics, Philosophy, Yoga, Medicine, Nature, Politics, Weaponry, Military science, Literature, Poetics, or any other area of knowledge. Indian Knowledge System- Future perspectives: Challenges and Opportunities.</p>

**Indian Knowledge System  
Question Paper Pattern (Academic Year: 2024-2025)**

**Internal Examination & Semester End Examination – 50 Marks**

**A] Internals-20 Marks**

**INTERNAL ASSESSMENT: 20 MARKS**

**MODULE-III is given for internal assessment. Students will be writing assignments on the selected topics.**

**B] Semester End Examination (SEE)- 30 Marks**

Maximum Marks 30

Duration: 1 Hour

NOTE: 1. All questions are compulsory.

2. All questions carry equal marks.

Question No.	Particulars (Nature of Questions)	Marks (Given)	Marks (to be attempted)
Q-1	Attempt <b>any two</b> of the following. A. Theory/ Concept based question B. Theory/ Concept based question C. Theory/ Concept based question	15	10
Q-2	Attempt <b>any two</b> of the following. A. Theory/ Concept based question B. Theory/ Concept based question C. Theory/ Concept based question	15	10
Q-3	Attempt <b>any two</b> of the following. A. Theory/ Concept based question B. Theory/ Concept based question C. Theory/ Concept based question	15	10
	<b>Total</b>	<b>45</b>	<b>30</b>

S P Mandali's  
**R. A. PODAR COLLEGE OF COMMERCE AND  
ECONOMICS (AUTONOMOUS),**  
Matunga, Mumbai-400019

Syllabus  
And  
Question paper pattern  
Bachelor of Business Administration  
(Shipping & Logistics Management)

F.Y. BBA Semester II

Syllabus as per National Education Policy 2020  
To be implemented from Academic Year 2023-2024

**A.Y.2024-25**

HYPERLINK "http://www.rapodar.ac.in" [www.rapodar.ac.in](http://www.rapodar.ac.in)

### Program Specific Outcomes FYBBA

Program Specific Outcomes No.	At the end of the program, learners will be able to
PSO 1	Students understand fundamental logistics principles, including transportation modes, intermediaries' roles, and freight forwarding.
PSO 2	Learners are capable of applying analytical reasoning to propose solutions for scenarios like route optimization, inventory control, and transportation logistics.
PSO 3	Learners can analyse economic factors impacting logistics decision-making, such as demand, supply, and pricing changes.
PSO 4	Students are able to assess the effectiveness of mathematical and statistical techniques in solving shipping and logistics problems.
PSO 5	Learners develop a comprehensive conceptual model illustrating the flow of goods in logistics.
PSO 6	Students are equipped with effective communication skills in written reports and oral presentations for conveying complex concepts clearly in various languages.
PSO 7	Students explore international maritime laws, trade regulations, and compliance requirements governing the shipping industry.
PSO 8	Learners analyse logistics scenarios using critical thinking skills and apply self-directed learning for continuous improvement.
PSO 9	Students understand cultural nuances, technological developments, and their impact on logistics operations.
PSO 10	Gain knowledge of different transportation modes, their documentation, and their economic, environmental, and global trade influences.
PSO 11	Develop cargo management strategies considering specialized cargo types, global regulations, and sustainability practices.
PSO 12	Based on knowledge of various concepts implement real-time tracing mechanisms using advanced technologies for enhanced tracking accuracy and responsiveness in shipments.
PSO 13	Learners analyse and integrate emerging technologies like autonomous vehicles and IoT applications for increased efficiency in logistics operations.
PSO 14	Students apply scientific reasoning for advanced optimization techniques in warehousing operations, incorporating robotics, automation, and smart technologies.
PSO 15	Learners are capable of applying moral and ethical reasoning in evaluating and recommending comprehensive insurance strategies for mitigating risks in global logistics operations, patents and innovations in products and business procedures.

**Syllabus of courses of FYBBA Programme  
(With effect from the Academic Year 2023-2024)**

**1. Major  
Logistics Management  
(3 Credits)**

**Semester II**

<b>1.Major</b>	
<b>1.A Shipping &amp; Logistics Management II</b>	
<b>1.A.a Logistics Management</b>	
<b>Course Objectives and Course Outcomes</b>	
<b>Course Objectives</b>	
CObj 1	To sensitize the learner about the basics of logistics management
CObj 2	To enable understanding of concepts and functions of logistics
CObj 3	To understand the government policies related to logistics
<b>Course Outcomes</b>	
COut 1	Understanding of concepts of logistics management, evolution, components of integrated logistics system, functions and roles of transportation in logistics management.
COut 2	Study the factors involved in calculating transportation costs
COut3	Gain knowledge about physical distribution, logistics outsourcing, third-party logistics (3PL), and fourth-party logistics (4PL).
COut 4	Analyze the challenges associated with managing product returns in reverse logistics.
COut5	Explore how reverse logistics can be utilized as a competitive advantage and strategies for measuring the effectiveness and efficiency of a logistics system.
COut6	Assess the impact of government policies and regulations on logistics operations, Analyze the guidelines and principles that govern material handling systems.
COut 7	Assess the key factors and growth drivers influencing the Indian logistics industry.
COut8	Explore functions and roles of transportation in logistics management.
COut9	Evaluate the role of information systems and technology in enhancing logistics management
COut10	Devise strategies for optimizing customer service within a logistics management framework.

**Modules at a Glance**

<b>Logistics Management</b>		
Sr. No.	Module	No. of Lectures
1	Introduction to Logistics	15
2	Dynamics of Logistics Management	15
3	Functions, Government Policies & Regulations	15
		Total

Sr. No.	Modules / Units
1	Introduction to Logistics
	<b>Overview of Logistics Management</b> Nature and concepts, Evolution of logistics and supply chain management, Components of logistics, Integrated logistics system.
2	Dynamics of Logistics management
	<b>Transportation</b> Functions of transportation, Elements of transportation cost, Modes of transportation, Multimodal transportation. <b>Distribution</b> Physical distribution, Logistics outsourcing, Third party logistics (3PL), Fourth party logistics (4PL). <b>Reverse Logistics</b> Challenges of product return, System design for reverse logistics, Reverse logistics a competitive tool. <b>Customer Service</b> The measure of the effectiveness of logistics system, Handling returns, and Customer perception of service quality.
3.	Government Policies & Regulations
	<b>Material Handling</b> Material handling systems, Guidelines and principles of material handling. <b>Information Systems</b> Use of logistics information systems (LIS) and IT-technology for logistics, Planning and co-ordination of logistics information systems. Government policies and regulations related to logistics, Key enablers and growth drivers of the Indian logistics industry.



**Question Paper Pattern (Academic Year: 2023-2024)**  
**Internal Examination & Semester End Examination – 100 Marks**

**A] Internals-40 Marks**

**Allocation of 40 Marks---Internal evaluation**

Method of evaluation	Marks
Case Study/ field visits/ Project work	20
Power Point Presentation-Pre-set criteria	20
<b>TOTAL</b>	<b>40</b>

**B] Semester End Examination (SEE)- 60 Marks**

Maximum Marks 60

Duration: 2 Hours

Note: 1. All questions are compulsory.

1. All questions carry equal marks

**Paper pattern for written test of 60 Marks**

Question No.	Particulars (Nature of Questions)	Marks (Given)	Marks (To Be Attempted)	
Q.1	Attempt <b>any four</b> from the following.		20	
	A	Theory/Concept based question		5
	B	Theory/Concept based question		5
	C	Theory/Concept based question		5
	D	Theory/Concept based question		5
	E	Theory/Concept based question		5
Q.2	Attempt <b>any four</b> from the following.		20	
	A	Theory/Concept based question		5
	B	Theory/Concept based question		5
	C	Theory/Concept based question		5
	D	Theory/Concept based question		5
	E	Theory/Concept based question		5
Q.3	Attempt <b>any four</b> from the following.		20	
	A	Theory/Concept based question		5
	B	Theory/Concept based question		5
	C	Theory/Concept based question		5
	D	Theory/Concept based question		5
	E	Theory/Concept based question		5
<b>TOTAL</b>			<b>60</b>	

### Reference Books

1. Bhattacharya, S.K.; “Logistics Management – Definitions, Dimensions, and Functional Applications”; S.Chand;2<sup>nd</sup> edition 2013 or later.
2. Shah, J; “Supply Chain Management; Text & Cases”; Pearson Education; 2016edition or later.
3. Farahani, R.Z.; Rezapour, S.; Karday, L.; “Logistics Operations & Management: Concepts & Models”; Elsevier;2011 edition or later.
4. Bhattacharya, S.K.; “Logistics Management – Definitions, Dimensions, and Functional Applications”; S.Chand;2<sup>nd</sup> edition 2013 or later.

**Syllabus of courses of FYBBA Programme  
(With effect from the Academic Year 2023-2024)**

**1. Major**

**Geography of Sea Transport  
(3Credits)**

**Semester II**

**1.Major**

<b>1.Major</b>	
<b>Shipping &amp; Logistics Management- II</b>	
<b>1.A.b Geography of Sea Transport</b>	
<b>Course Objectives and Course Outcomes</b>	
<b>Course Objectives</b>	
CObj 1	To enable the learner to comprehend the nuances of Sea transport network
CObj 2	To enable the understanding of the impact of geographic features on shipping activities
CObj 3	To create an interest in a career in sea trade
<b>Course Outcomes</b>	
COut 1	Helps Identifying the world's continents, countries, seas, and oceans.
COut 2	Locate major ports, canals, and waterways, along with their primary trade routes.
COut 3	Analyze physical geographical features impact trade and shipping
COut 4	Learn influence of climate, wind, tides, and currents on maritime activities
COut5	Recognize the seasonal effects of inclement weather on shipping.
COut6	Study the role and purpose of trade blocks like the European Union, European Free Trade Association and North American Free Trade Agreement
COut7	Analyse how geographical features determine the selection of trade routes, advantages and disadvantages of various trade blocks.
COut8	Explore the relationship between physical geography and economic development
COut9	Analyze the effects of preferential trade agreements on participating nations
COut10	Evaluate the role of the WTO in regulating and promoting international trade.
COut11	Develop optimizing trade routes considering geographical factors that maximizes benefits for all participating countries outlining the pros and cons of different trade blocks.

**Modules at a Glance**

<b>Geography Of Sea Transport</b>		
<b>Sr. No.</b>	<b>Module</b>	<b>No. of Lectures</b>
1	Introduction to Earth science, Topography and Economic Geography	15
2	Application of Practical Geography	15
3	Evolution of WTO and its role on preferential trade agreements	15
<b>Total</b>		<b>45</b>

<b>Sr. No.</b>	<b>Modules / Units</b>
1	Introduction to Earth science, Topography and Economic Geography
	<ul style="list-style-type: none"> <li>• <b>World Geography</b> World continents, Countries, Seas, Oceans, Location of ports, Canals, Water ways and their main trade.</li> <li>• <b>Influence of Geographical Features:</b> Physical geographical features, Climate, Wind, Tides and currents, Seasons of bad weather and their influence on shipping.</li> </ul>
2	Application of Practical Geography
	<ul style="list-style-type: none"> <li>• Time zones, International Date Line</li> <li>• Concept of daylight-saving time</li> <li>• Load line zones and their influence on shipping</li> </ul>
3.	Evolution of WTO and its role on preferential trade agreements
	<ul style="list-style-type: none"> <li>• <b>World Trade</b> Factors affecting, Patterns of trade and the trade blocks like European Union, European Free Trade Association, North American Free Trade Agreement, Oil Producing and Exporting Countries,</li> <li>• Association of South East Asian Nations, South Asian Association of Regional Countries, World Trade Organization.</li> </ul>

**Question Paper Pattern (Academic Year: 2024-2025)**

**Internal Examination & Semester End Examination – 100 Marks**

**A) Internals-40 Marks**

**Allocation of 40 Marks---Internal evaluation**

Method of evaluation	Marks
Case Study/ field visits/ Project work	<b>20</b>
Power Point Presentation-Pre-set criteria	<b>20</b>
<b>TOTAL</b>	<b>40</b>

**B) Semester End Examination (SEE)- 60 Marks**

Maximum Marks 60

Duration: 2 Hours

Note: 1. All questions are compulsory.

2. All questions carry equal marks

**Paper pattern for written test of 60 Marks**

Question No.	Particulars (Nature of Questions)	Marks (Given)	Marks (To Be Attempted)	
Q.1	Attempt <b>any four</b> from the following.		20	
	A	Theory/Concept based question		5
	B	Theory/Concept based question		5
	C	Theory/Concept based question		5
	D	Theory/Concept based question		5
Q.2	Attempt <b>any four</b> from the following.		20	
	A	Theory/Concept based question		5
	B	Theory/Concept based question		5
	C	Theory/Concept based question		5
	D	Theory/Concept based question		5
Q.3	Attempt <b>any four</b> from the following.		20	
	A	Theory/Concept based question		5
	B	Theory/Concept based question		5
	C	Theory/Concept based question		5
	D	Theory/Concept based question		5
<b>TOTAL</b>			<b>60</b>	

### Reference Books

1. Shinde, P; "Geography of Resources"; Sheth Publications; 2008 edition or later.
2. Gupte, A.D. & Kapoor, A.N.; "Principles of Physical Geography: A Text book of Physiography"; S.Chand; 12<sup>th</sup> edition 2009 or later.
3. Dr.Tikka, R.N.; "Physical Geography"; SJ Publications, Meerut, 2006 edition or later.
4. Negi, B.S.; "Geography of Resources"; KedarNath Ram Nath, Meerut; 2010 edition or later.
5. Lake, P; "Physical Geography"; Cambridge, University Press; 2014 edition or later.  
Heintzelmen & Highsmith, R.M.; "World Regional Geography"; Prentice-Hall; 2011 edition or later.

**Syllabus of courses of FYBBA Programme  
(With effect from the Academic Year 2023-2024)**

**2. Minor**

**Economics II  
(3 Credits)**

**Semester II**

<b>2.Minor</b>	
<b>Shipping &amp; Logistics management</b>	
<b>2.A.a Economics II</b>	
<b>Course Objectives and Course Outcomes</b>	
<b>Course Objectives</b>	
CObj 1	To understand the fundamentals of Shipping markets.
CObj 2	To understand the Cost, revenue and cash flow of Shipping companies.
CObj 3	To understand the financing of the Shipping industry.
CObj 4	To understand the risks, returns and economics of shipping.
<b>Course Outcomes</b>	
COut 1	Learner understands various aspects of shipping markets
COut 2	Learner understands the cost of running ships, the revenue generated, and financial performance.
COut 3	The learner understands the various sources of finances available to the shipping industry.
COut 4	The learner understands the Risks and Rewards of the shipping company. He /She understands the impact of competition on profit.
COut5	The learners apply the knowledge to understand the financial performance of shipping
COut6	The learner understands various sources of finance available to the shipping industry
COut7	The learner analyses the importance of finance in the growth of the shipping industry
COut8	The learner analyses the correlation between the risks and rewards of shipping
COut9	The learner understands the impact of competition on profits
COut9	The learner understands the role of shipping in the economic development of a country
Cout10	The learner analyses the freight market, new building market, and demolition market.

**Modules at a Glance**

<b>Economics-II</b>		
<b>Sr. No.</b>	<b>Module</b>	<b>No. of Lectures</b>
1.	The Shipping Markets	15
2.	Cost, revenue and cash-flow of shipping companies	15
3.	Financing Ship, Risk, returns and shipping company economics	15
		Total

<b>Sr. No.</b>	<b>Modules / Units</b>
1	<b>The Shipping Markets</b>
	<ul style="list-style-type: none"> <li>- Freight markets</li> <li>- The sale and purchase market</li> <li>- The new building markets</li> <li>- The demolition (Recycling market</li> </ul>
2	<b>Cost, revenue and cash-flow of shipping companies</b>
2	<ul style="list-style-type: none"> <li>- The cost of running ships</li> <li>- The revenue the ship earns</li> <li>- The financial performance and investment strategy</li> <li>- The framework for decisions</li> </ul>
3	<b>Financing Ship, Risk, returns and shipping company economics</b>
	<ul style="list-style-type: none"> <li>- The world financial system and types of finance</li> <li>- Private funds, Bank loans, Capital markets</li> <li>- Special purpose companies</li> <li>- Analyzing risk in shipping finance</li> <li>- The performance of shipping investment</li> <li>- Competition theory and normal profit</li> <li>- Pricing shipping risks</li> </ul>



**Question Paper Pattern (Academic Year: 2024-2025)**

**Internal Examination & Semester End  
Examination – 100 Marks**

**A) Internals-40 Marks**

**Allocation of 40 Marks---Internal evaluation**

<b>Method of evaluation</b>	<b>Marks</b>
<b>Case Study/ field visits/ Project work</b>	<b>20</b>
<b>Power Point Presentation-Pre-set criteria</b>	<b>20</b>
<b>TOTAL</b>	<b>40</b>

**B) Semester End Examination (SEE)- 60 Marks**

Maximum Marks 60

Duration: 2 Hours

Note: 1. All questions are compulsory.

I2.All questions carry equal marks

**Paper pattern for written test of 60 Marks**

<b>Question No.</b>	<b>Particulars (Nature of Questions)</b>	<b>Marks (Given)</b>	<b>Marks (To Be Attempted)</b>	
Q.1	Attempt <b>any four</b> from the following.		20	
	A	Theory/Concept based question		5
	B	Theory/Concept based question		5
	C	Theory/Concept based question		5
	D	Theory/Concept based question		5
Q.2	Attempt <b>any four</b> from the following.		20	
	A	Theory/Concept based question		5
	B	Theory/Concept based question		5
	C	Theory/Concept based question		5
	D	Theory/Concept based question		5
Q.3	Attempt <b>any four</b> from the following.		20	
	A	Theory/Concept based question		5
	B	Theory/Concept based question		5
	C	Theory/Concept based question		5
	D	Theory/Concept based question		5
<b>TOTAL</b>			<b>60</b>	

**Reference Books**

The Business of Shipping – Ira Breskin

Maritime Economics – Martin Stopford

Port Economics – Wayne K. Talley

The Blackwell Companion to Maritime Economics

The Handbook of Maritime Economics and Business Economics – Costas Grammeros

Economics of Maritime Business – Shao Ma

Maritime Economics : A macro-economic approach – Elias Karakitsos & Lambros Varnavides

**Syllabus of courses of FY BBA Programme  
(With effect from the Academic Year 2024-2025)**

**3.General Elective /Open Electives**

**Computer Applications and Systems-II (3 Credits)**

<b>3. General /Open Electives</b>	
<b>General Electives (GE)/ Open Elective (OE)</b>	
<b>3.A.a Computer Applications and Systems-II</b>	
<b>Course Objectives and Course Outcomes</b>	
<b>Course Objectives</b>	
CObj 1	To understand E commerce used in business
CObj 2	To understand HTML basic concepts using tags
CObj 3	To understand concepts of Forms and CSS tags
<b>Course Outcomes</b>	
COut 1	Analyze and interpret theoretical concepts to solve complex problems in the given exam questions
COut 2	Evaluate and critically analyses theories or concepts presented in the exam and provide reasoned arguments or explanations
COut 3	Apply theoretical knowledge to real-life scenarios and demonstrate practical understanding through exam responses
COut 4	Synthesize information from multiple sources to develop comprehensive answers to exam questions.
COut5	Compare and contrast different theories or concepts discussed in the course materials.
COut6	Create logical connections between different topics or subtopics to present a coherent Response
COut7	Demonstrate higher-order thinking skills by evaluating the validity and reliability of various theories or concepts.
COut8	Generate creative and innovative solutions or ideas in response to exam questions.
COut9	Justify and defend personal opinions or viewpoints based on the principles and theories covered in the course.
COut10	Organize and structure exam answers effectively, ensuring clarity and coherence in written responses.

### Modules at a Glance

Computer Applications & System-II		
Sr. No.	Modules	No. of Lectures
1	E – Commerce, Business models in e-Commerce, Security	15
2	HTML, HTML usage	15
3	HTML functions	15
<b>Total No. of Lectures:</b>		<b>45</b>

Sr. No.	Modules
1	<b>E – Commerce</b>
	Definition of E-commerce Features of E-commerce Types of E-commerce (B2C, B2B, C2C, P2P), <b>Business models in E-Commerce</b> Advertising, Subscription, Transaction fee, Sales Revenue, Affiliate revenue Major B2C models Portal, Retailer, Content provider, Transaction broker <b>E-Commerce Security</b> Integrity, Non Repudiation, Authenticity, Confidentiality, Privacy, Availability Digital Signature Limitation of E-Commerce
2	<b>HTML</b>
	Introduction Editor Basics <b>HTML Usage</b> Elements Attributes Paragraphs
3	<b>HTML Functions</b>
	Images Tables URL Forms CSS

### PRACTICALS

SR.NO	PRACTICAL
1	Case study on E-business.
2	Create Web pages using HTML basic Tags
3	Create Email form in HTML using form tag
4	Create link between two pages using Css tags
5	Inputs image in Web pages using image tags in HTML

**Question Paper Pattern (Academic Year: 2024-2025)**  
**Internal Examination & Semester End Examination – 100 Marks**

**A] Internals-40 Marks**

Allocation of 40 Marks---Internal evaluation

Method of evaluation	Marks
Case Study/ Assignment/ Project work	20
Power Point Presentation-Pre-set criteria	20
<b>TOTAL</b>	<b>40</b>

**B] Semester End Examination (SEE)- 60 Marks**

**Maximum Marks      60**

Duration : 2 Hours

- Note: 1. All questions are compulsory  
 2. All questions equal marks

Question No.	Particulars (Nature of Questions)	Marks (Given)	Marks (To Be Attempted)	
Q-1	Attempt <b>any four</b> from the following.		20	
	A	Theory/Concept based question		5
	B	Theory/Concept based question		5
	C	Theory/Concept based question		5
	D	Theory/Concept based question		5
	E	Theory/Concept based question		5
Q-2	Attempt <b>any four</b> from the following.		20	
	A	Theory/Concept based question		5
	B	Theory/Concept based question		5
	C	Theory/Concept based question		5
	D	Theory/Concept based question		5
	E	Theory/Concept based question		5
Q-3	Attempt <b>any four</b> from the following.		20	
	A	Theory/Concept based question		5
	B	Theory/Concept based question		5
	C	Theory/Concept based question		5
	D	Theory/Concept based question		5
	E	Theory/Concept based question		5
<b>Total</b>			<b>60</b>	

**Reference Books (with Chapters):**

- E- Commerce - Kenneth Laudon, Carol Traver , Pearson Education
- Frontiers of Electronic Commerce – Kalakota &Whinston
- E- Commerce - Rajaraman
- E- Commerce - Whitley
- E- Commerce concepts and cases - Rao and Deshpande.

## Syllabus of courses of FY BBA Programme

### 3. Vocational & Skill Enhancement Courses (VSEC)

#### 3.A Vocational Skill Courses (VSC)

#### Introduction to Intellectual Property Rights (2 Credits)

4. Vocational & Skill Enhancement Courses (VSEC)	
4.A Vocational Skill Courses (VSC)	
4.A.a Introduction to Intellectual Property Rights	
Course Objectives and Course Outcomes	
Course Objectives	
CObj 1	To recognize the importance of IP and to educate the pupils on basic concepts of Intellectual Property Rights.
CObj 2	To make the students to understand the statutory provisions of different types of IPRs in simple forms.
CObj 3	To learn the procedure of obtaining Patent, Copyright, Geographical Indication, Trademark, Industrial Design and Trade Secret
Course Outcomes	
COut 1	The learner is able to Distinguish and explain various forms of IPRs.
COut 2	The learner is able to analyse the rights and responsibilities of the holder of Patent, Copyright, Trademark, Industrial Design etc.
COut 3	Learner develops skills in making searches using modern tools and techniques.
COut4	The learner is able to distinguish and explain various forms of IPRs
COut5	The learner is able to identify criteria to fit one's own intellectual work in a particular form of IPRs.
COut6	The learner is familiar with intellectual property protection mechanisms
COut7	The learner is able to apply statutory provisions to protect particular forms of IPRs.
COut8	The learner can explain why something is or is not entitled to intellectual property protection
COut9	The learner relates to the new developments in IPR
COut10	Learners shall be able to look for IPR protection primarily before the conventional mode of protection like scientific publication

**Modules at a Glance**

<b>Introduction to Intellectual Property Rights</b>		
<b>Sr. No.</b>	<b>Modules</b>	<b>No. of Lectures</b>
1	Introduction to Intellectual Property Rights	10
2	Types of Intellectual Property Rights	10
3	Application and Emerging Trends	10
<b>Total No. of Lectures:</b>		<b>30</b>

<b>Sr. No.</b>	<b>Modules</b>
<b>I</b>	<b>Introduction to Intellectual Property Rights</b>
	Meaning of Intellectual Property and Property Rights: Basic concepts of Intellectual Property; Nature, Scope and Significance of Intellectual Property
<b>II</b>	<b>Types of Intellectual Property Rights</b>
	Patent, Copyright, Geographical Indication, Trademark, Industrial Design and Trade Secret
<b>III</b>	<b>Application and Emerging Trends</b>
	Technology and Legal developments in Intellectual Property; Advantages and Disadvantages of IPR; Recent changes in IPR laws; Registration procedure

**Question Paper Pattern (Academic Year: 2023-2024)**

**Internal Examination & Semester End Examination – 50 Marks**

**A] Internals-20 Marks**

**INTERNAL ASSESSMENT: 20 MARKS**

MODULE-III is given for internal assessment. Students will be writing assignments on the selected topics.

**B] Semester End Examination (SEE)- 30 Marks**

**Note : All questions are compulsory subject to the internal choice**

**All questions carry equal marks**

<b>Question No.</b>	<b>Particulars (Nature of Questions)</b>	<b>Marks (Given)</b>	<b>Marks (To Be Attempted)</b>
Q-1	Attempt <b>any two</b> of the following. A. Theory/ Concept based question B. Theory/ Concept based question C. Theory/ Concept based question	<b>15</b>	<b>10</b>
Q-2	Attempt <b>any two</b> of the following. A. Theory/ Concept based question B. Theory/ Concept based question C. Theory/ Concept based question	<b>15</b>	<b>10</b>
Q-3	Attempt <b>any two</b> of the following. A. Theory/ Concept based question B. Theory/ Concept based question C. Theory/ Concept based question	<b>15</b>	<b>10</b>
	<b>Total</b>	<b>45</b>	<b>30</b>



**Reference Books (with Chapters):**

- “Law Relating to Intellectual Property Rights” by V K Ahuja
- “Law Relating To Intellectual Property Rights” by R Radhakrishnan and S Balasubramanian
- “Law Relating to Intellectual Property, 2011 (Reprint)” by B L Wadehra

**Syllabus of courses of FY BBA Programme**  
**4. Vocational & Skill Enhancement Courses (VSEC)**  
**3.B Skill Enhancement Course**  
**Techniques & Procedures of Freight Forwarding (3 Credits)**

1.A Shipping & Logistics management	
4.B Techniques & Procedures of Freight Forwarding	
Course Objectives and Course Outcomes	
Course Objectives	
CObj 1	Understand the historical background, rights, duties, and responsibilities of freight forwarders in the logistics industry.
CObj 2	Comprehend the problem-solving techniques employed by freight forwarders in their daily operations.
CObj 3	Examine the significance of quality in freight forwarding and evaluate its impact on customer satisfaction.
CObj 4	Demonstrate knowledge of the costing, quoting, and invoicing practices involved in freight forwarding.
Course Outcomes	
COut 1	Learner will learn role and evolution of freight forwarders in the transportation and logistics Sector
COut 2	Learners will learn about the legal rights, duties, and responsibilities of freight forwarders towards clients, carriers, and other parties involved in the supply chain
COut 3	Considering various factors influencing pricing, student learns nuances of the process of cost estimation, quoting, and invoicing in freight forwarding,
COut4	Learners will understand the procedures to solve problems related to customs issues, documentation errors, transportation delays, and route optimization
COut5	Students will learn about the operations, responsibilities, and liabilities of Non-Vessel Operating Common Carriers (NVOCC) in the shipping industry.
COut6	Learners will learn about the implications of Incoterms (ICC) and FIATA regulations on freight forwarding operations and contract negotiations.
COut 7	Learner gains knowledge about efficient handling, accurate documentation, timely delivery, and customer service excellence.
COut8	Learner comprehends the significance of adhering to standard trading conditions and industry norms in freight forwarding, ensuring fair practices and minimizing disputes
COut9	Utilize the above information in cargo booking, documentation, container management, and interaction with shipping lines.
COut 10	Students collect specialized knowledge about ocean freight chartering, project transportation, bid preparation, rate negotiations, and contract management.
COut11	Analyze the intricacies involved in the transportation of household goods, including packing, labelling, documentation, customs clearance, and delivery processes
COut12	The student gains knowledge about various documents required in Freight forwarding

### Modules at a Glance

<b>Techniques &amp; Procedures of Freight Forwarding</b>		
Sr. No.	Modules	No. of Lectures
1	Introduction to Freight Forwarding	15
2	Project Transportation	15
3	Non-Vessel Operating Common Carrier (NVOCC)	15
<b>Total No. of Lectures:</b>		<b>45</b>

Sr. No.	Modules / Units
1	<b>Introduction to Freight Forwarding</b>
	History, Rights, duties and responsibilities of Freight Forwarders Relationship with intervening parties Problem Solving in Freight Forwarding Quality in Freight Forwarding Costing, Quoting and Invoicing Proficiency in Freight Forwarding FIATA- Agreement between ICC and FIATA FIATA Documents viz. FBL, FCR, FCT, FWR, SDT Standard Trading Conditions Norms for issuance of the FIATA FBL Special Services – Ocean freight Chartering
2	<b>Project Transportation</b>
	Bid preparation Rate Negotiations The Contract How is a project handled? The Transportation of Household Goods Consolidation
3	<b>Non-Vessel Operating Common Carrier (NVOCC)</b>
	NVOCC operations Responsibility & Liability of the NVOCC Essential considerations for NVOCC NVOCC relationship and interaction with shipping lines

**Question Paper Pattern (Academic Year: 2024-2025)**

**Internal Examination & Semester End Examination – 100 Marks**

**A) Internals**

**A) Internals-20 Marks**

<b>Method of evaluation</b>	<b>Total marks</b>
Industry interface	20
<b>TOTAL</b>	<b>20</b>

**B) Semester End Examination (SEE)- 30 Marks**

Maximum Marks 30

Duration: 1 Hour

Note: 1. All questions are compulsory.

2. All questions carry equal marks

<b>Question No.</b>	<b>Particulars (Nature of Questions)</b>	<b>Marks (Given)</b>	<b>Marks (To Be Attempted)</b>
Q-1	Attempt <b>any two</b> of the following. A. Theory/ Concept based question B. Theory/ Concept based question C. Theory/ Concept based question	<b>15</b>	<b>10</b>
Q-2	Attempt <b>any two</b> of the following. A. Theory/ Concept based question B. Theory/ Concept based question C. Theory/ Concept based question	<b>15</b>	<b>10</b>
Q-3	Attempt <b>any two</b> of the following. A. Theory/ Concept based question B. Theory/ Concept based question C. Theory/ Concept based question	<b>15</b>	<b>10</b>
	<b>Total</b>	<b>45</b>	<b>30</b>

**Reference books-**

1. Freight Forwarding and Multimodal Transport" by David Cockrell and Michael Buxton
2. "Freight Forwarding and Multimodal Transport Contracts" by N. Viswanathan and V. Bhaskar
3. "International Logistics and Freight Forwarding Manual" by A. Ramakrishna and K. Ravi Kumar
4. Freight Forwarding and Logistics: A Guide to Contract Logistics and Supply Chain Management" by John Gattorna and Hans-Joachim Gergs
5. Freight Forwarding and Global Logistics: A Guide to International Freight Transportation" by Mary Jo Veverka
6. "Freight Forwarding and Logistics Management" by J. Sasikumar
7. International Freight Forwarding: A Practical Guide" by R. Subramanian
8. "Freight Forwarding and Supply Chain Management: A Practical Guide" by M. L. Narasimhan and K. C. Vanjani
9. Freight Forwarding and Multimodal Transport" by David Cockrell and Michael Buxton

**Syllabus of courses of FY BBA Programme  
(With effect from the Academic Year 2023-2024)**

**4. Ability enhancement Courses, Value Enhancement Course, Indian Knowledge System**

**4.A Ability enhancement Courses (3 Credits)**

<b>1.Major</b>	
<b>Shipping &amp; Logistics management</b>	
<b>5.A.a Language &amp; Literature-II</b>	
<b>Course Objectives and Course Outcomes</b>	
<b>Course Objectives</b>	
CObj 1	To understand the effective use of PowerPoint presentation, the relevance, and Importance of conducting meetings
CObj 2	To teach the formats of letter writing
CObj 3	To enable the learners to adapt to the requirements of the industry.
<b>Course Outcomes</b>	
COut 1	The learners learn to use statistical tools in PowerPoint presentations and write letters of enquiry and letters of complaint.
COut 2	The practical application of preparing flyers and leaflets helps the learners demonstrate their creativity.
COut 3	The nonverbal communication skills of learners are enhanced.
COut 4	The learner is able to analyze the components of letter writing
COut 5	Learners can understand the theories of communication
COut 6	Learners can differentiate between the different modes of communication
COut 7	Learners are trained to apply ethics in the workplace
COut 8	Learners are able to create a resume and face job interviews with ease
COut 9	Learners can relate to the barriers of communication and are able to cope with the Same
COut 10	Learners can apply the most appropriate and effective mode of communication

**Modules at a Glance**

<b>Language &amp; Literature-II</b>		
<b>Sr. No.</b>	<b>Modules</b>	<b>No. of Lectures</b>
1	Presentation Skills & Group Communication	15
2	Business Correspondence	15
3	Language and Writing Skills	15
		<b>Total</b>

<b>Sr. No.</b>	<b>Modules / Units</b>
1	<b>Presentation Skills</b>
	<p><b>Presentations:</b> (to be tested in tutorials only) 4 Principles of Effective Presentation Effective use of PPT Effective use of statistical tools How to make a Power-Point Presentation</p> <p><b>Interviews:</b> Group Discussion Preparing for an Interview, Types of Interviews – Selection, Appraisal, Grievance, Exit</p> <p><b>Meetings:</b> Need and Importance of Meetings, Conduct of Meeting and Group Dynamics Role of the Chairperson, Role of the Participants, Drafting of Notice, Agenda and Resolutions</p> <p><b>Conference:</b> Meaning and Importance of Conference Organizing a</p> <p><b>Public Relations:</b> Meaning, Functions of PR Department, External and Internal Measures of PR</p>
2	<b>Business Correspondence</b>
	<p><b>Trade Letters:</b> Purchase Order, Credit and Status Enquiry, Collection Explain in detail along with the specimens.</p> <p><b>Only following to be taught in detail: -</b> Letters of Inquiry, Letters of Complaints, Claims, Sales Letters, promotional leaflets and fliers Consumer Grievance Letters, Letters under the Right to Information (RTI) Act</p>
3	<b>Language and Writing Skills</b>
	<p><b>Reports:</b> Parts, Types, Feasibility Reports, Investigative Reports</p> <p><b>Summarization:</b> Identification of main and supporting/sub points Presenting these in a cohesive manner</p>

### **Question Paper Pattern (Academic Year: 2024-2025)**

#### **Internal Examination & Semester End Examination – 100 Marks**

##### **C] Internals-40 Marks**

##### **Allocation of 40 Marks---Internal evaluation**

<b>Method of evaluation</b>	<b>Marks</b>
Book Review	20
Translation of a newspaper article	20
<b>TOTAL</b>	<b>40</b>

##### **D] Semester End Examination (SEE)- 60 Marks**

Maximum Marks 60

Duration: 2 Hours

- Note: 1. All questions are compulsory.  
2. All questions carry equal marks

##### **Paper pattern for written test of 60 Marks**

<b>Question No.</b>	<b>Particulars (Nature of Questions)</b>	<b>Marks (Given)</b>	<b>Marks (To Be Attempt ed)</b>	
Q.1	Attempt <b>any four</b> from the following.		20	
	A	Theory/Concept based question		5
	B	Theory/Concept based question		5
	C	Theory/Concept based question		5
	D	Theory/Concept based question		5
Q.2	Attempt <b>any four</b> from the following.		20	
	A	Theory/Concept based question		5
	B	Theory/Concept based question		5
	C	Theory/Concept based question		5
	D	Theory/Concept based question		5
Q.3	Attempt <b>any four</b> from the following.		20	
	A	Theory/Concept based question		5
	B	Theory/Concept based question		5
	C	Theory/Concept based question		5
	D	Theory/Concept based question		5
<b>TOTAL</b>			<b>60</b>	



**Reference Books:**

- 1) Agarwal, Anju D(1989) A Practical Handbook for Consumers, IBH.
- 2) Alien, R.K.(1970) Organizational Management through Communication.
- 3) Ashley,A(1992) A Handbook Of Commercial Correspondence, Oxford University Press.
- 4) Aswathapa, K (1991)Organisational Behaviour, Himalayan Publication, Mumbai.
- 5) Atreya N and Guha (1994) Effective Credit Management, MMC School of Management, Mumbai.
- 6) Bahl,J.C. and Nagamia,S.M. (1974) Modern Business Correspondence and Minute Writing.
- 7) Balan,K.R. and Rayudu C.S. (1996) Effective Communication, Beacon New Delhi. • Bangh, LSue, Fryar,Maridell and Thomas David A. (1998) How to Write First Class Business Correspondence, N.T.C. Publishing Group USA.
- 8) Banerjee, Bani P (2005) Foundation of Ethics in Mangement Excel Books 10.Businessworld Special Collector's Issue: Ethics and the Manager
- 9) Barkar, Alan(1993) Making Meetings Work, Sterling Publications Pvt. Ltd., New Delhi.
- 10) Basu,C.R.(1998) Business Organisation and Management, T.M.H.New Delhi.
- 11) Benjamin, James (1993) Business and Professional Communication Concepts and Practices, Harper Collins College Publishers, New York.
- 12) Bhargava and Bhargava(1971) Company Notices, Meetings and Regulations
- 13) Black, Sam (1972) Practical Public Relations, E.L.B.S. London.
- 14) BoveeCourtland,L and Thrill, John V(1989) Business Communication, Today McGraw Hill, New York, Taxman Publication.
- 15) Burton, G and Thakur, (1995) Management Today- Principles and Practices. T.M.H.,New Delhi.
- 16) Darrow, Richard, Forrstal, Dan and Coolman, Aubrey (1967) Public Relations Handbook, TheDartwell Co., Chicago.
- 17) Dayal, Ishwar(1981) Managing Large Organizations: A Comparative Study.
- 18) Drucher,P.F.(1970) Technology, Management and Society, Pan Books London.
- 19) Drucher,P.F.(1974)Management Responsibilities Practices, Heinemann, London. 22.Eyre, E.C. (1985) Effective Communication Made Simple, Rupa and Co.Calcutta.
- 20) Ecouse Barry, (1999), Competitive Communication: A Rhetoric for Modern Business, OUP.
- 21) Fisher Dalmar, (1999), Communication in Organisation, Jaico Pub House, Mumbai, Delhi.
- 22) Frailley, L.E. (1982) Handbook of Business Letters, Revised Edn. Prentice Hall Inc. French, Astrid (1993) Interpersonal Skills. Sterling Publishers, New Delhi.
- 23) Fritzsche, David J (2005) Business Ethics: A Global and Managerial Perspective McGraw Hill
- 24) Garlside, L.E. (1980) Modern Business Correspondence, McDonald and Evans Ltd. Plymouth.
- 25) Ghanekar, A (1996) Communication Skill for Effective Management. Everest Publishing House, Pune.
- 26) Graves, Harold F. (1965) Report Writing, Prentice Hall, New Jersey.
- 27) Gupta, Anand Das (2010) Ethics, Business and Society: Managing Responsibly Response Books 32.Gupta, Dipankar (2006) Ethics Incorporated: Top Priority and Bottom Line Response Books
- 28) Krevolin, Nathan (1983) Communication Systems and Procedures for Modern Office, Prentice Hall, New Jersey.
- 29) Lesikar, Raymond V and Petit, John D.(1994) Business Communication: Theory and Application , Richard D. Irwin Inc. Illinois.
- 30) Ludlow,Ron.(1995) The Essence of Effective Communication, Prentice , New Delhi.
- 31) M. Ashraf, Rizvi (2006) Effective Technical Communication Tata McGraw Hill
- 32) Martson, John E. 1963) The Nature of Public Relations, McGraw Hill, New Delhi.
- 33) Majumdar,P.K.(1992) Commentary on the Consumer protection Act, Prentice, NewDelhi.
- 34) McQuail, Denis (1975), Communication, Longman.

**Syllabus of courses of FY BBA Programme  
(With effect from the Academic Year 2023-2024)**

5. Ability Enhancement Courses, Value Enhancement Course, Indian Knowledge System

**5.B Value Enhancement Course (AEC)**

**Statistical Techniques (3 Credits)**

<b>5. Ability Enhancement Courses, Value Enhancement Course, Indian Knowledge System</b>	
<b>5.B Value Enhancement Course (AEC)</b>	
<b>5.B.a Statistical Techniques</b>	
<b>Course Objectives and Course Outcomes</b>	
<b>Course Objectives</b>	
CObj 1	To understand the steps in sample survey
CObj 2	To enable the learner to process the data
CObj 3	To ensure that the learner is able to relate to the measures of central tendencies
<b>Course Outcomes</b>	
COut 1	The learner can interpret data and is able to analyses and tabulate the same
COut 2	The learner is able to calculate the Mean, median and Mode
COut 3	Learners understand Statistical concept and its application.
COut 4	The learner is able to understand the concept of sample survey analysis.
COut 5	The learner is aware of the different methods of data collection.
COut 6	The learner gets to understand the concept of Probability.
COut 7	The learner is able to analyze data with respect to charts, graphs and diagrams.
COut 8	The learner can solve problems with respect to standard deviation and measures of dispersion.
COut 9	The learner understands the relevance of sampling methods.
COut 10	The learner is able to apply basic statistical tools.

**Modules at a Glance**

<b>Statistical Techniques</b>		
<b>Sr. No.</b>	<b>Modules</b>	<b>No. of Lectures</b>
1	Introduction to Sample Survey	15
2	Classification, Tabulation and Presentation of data	15
3	Measures of Central Tendency and Measures of Dispersion	15
<b>Total No. of Lectures:</b>		<b>45</b>

<b>Sr. No.</b>	<b>Modules</b>
<b>I</b>	<b>Introduction to Sample Survey</b>
	<ul style="list-style-type: none"> <li>• Introduction, Objectives</li> <li>• Introduction to Population, Census</li> </ul> <p>Sample Survey, Principles of Sample Survey, Principle Steps in Sample Survey, Sampling and Non-sampling Error, Advantages of Sampling over Census, Types of Sampling, Objectives of Sampling, Problems of Sampling Methods</p>
<b>II</b>	<b>Classification, Tabulation and Presentation of data</b>
	<ul style="list-style-type: none"> <li>• Number and Size of Class Intervals</li> <li>• Cumulative frequency distribution</li> <li>• Bi variate frequency distribution</li> <li>• Marginal and conditional frequency distribution</li> <li>• Histogram, polygon, frequency curves and Ogives</li> </ul>
<b>III</b>	<b>Measures of Central Tendencies and Measures of Dispersion</b>
	<ul style="list-style-type: none"> <li>• Arithmetic Mean, Median and Mode</li> <li>• Percentile</li> <li>• Range, Quartile deviation, Mean deviation and Standard Deviation</li> <li>• Co-efficient of Measures of Dispersion</li> </ul>

**Question Paper Pattern (Academic Year: 2024-2025)****Internal Examination & Semester End Examination –****100 Marks A] Internals-40 Marks**

<b>Method of evaluation</b>	<b>Total marks</b>
Written Test	20
Project/ Assignment / Work sheets/ Written Test	20
<b>TOTAL</b>	<b>40</b>

**B) Semester End Examination (SEE)- 60 Marks**

Maximum Marks 60

Duration: 2 Hours

Note: 1. All questions are compulsory.

2. All questions carry equal marks

<b>Question No.</b>	<b>Particulars (Nature of Questions)</b>	<b>Marks (Given)</b>	<b>Marks (To Be Attempted)</b>
Q-1	Attempt <b>any four</b> from the following. A. Theory / Case study/ concept-based question B. Theory / Case study/ concept-based question C. Theory / Case study/ concept-based question D. Theory / Case study/ concept-based question E. Theory / Case study/ concept-based question	<b>25</b>	<b>20</b>
Q-2	Attempt <b>any four from</b> the following. A. Theory / Case study/ concept-based question B. Theory / Case study/ concept-based question C. Theory / Case study/ concept-based question D. Theory / Case study/ concept-based question E. Theory / Case study/ concept-based question	<b>25</b>	<b>20</b>
Q-3	Attempt <b>any four</b> from the following. A. Theory / Case study/ concept-based question B. Theory / Case study/ concept-based question C. Theory / Case study/ concept-based question D. Theory / Case study/ concept-based question E. Theory / Case study/ concept-based question	<b>25</b>	<b>20</b>
	<b>Total</b>	<b>75</b>	<b>60</b>

**Reference books:**

- Statistics by Schaum Series.
- Operations Research by Gupta and Kapoor.
- Operations Research by Schaum Series.
- Fundamentals of Statistics - D. N. Elhance.
- Statistical Methods - S.G. Gupta (S. Chand & Co.
- Statistics for Management - Lovin R. Rubin D.S. (Prentice Hall of India).
- Statistics - Theory, Method & Applications D.S.Sancheti& V. K. Kapoor.
- Modern Business Statistics - (Revised}-B. Pearles& C. Sullivan –Prentice Hall of India.
- Business Mathematics & Statistics : B Aggarwal, Ane Book  
Pvt. Limited. Business Mathematics : D C Sancheti& V K  
Kapoor, Sultan Chand & Son

**\*CRITERIA FOR EVALUATING POWERPOINT PRESENTATION/CASE STUDY/****APPLICATIONBASED ACTIVITY:****MARKS: 20 FY/SY/TY :****Division A****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							
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							
2							
3							
4							
Sign: 1 _____ 2. _____ 3. _____ 4. _____ Faculty Sign: _____							