



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

Syllabus
For Under Graduate Programme
T. Y. B.B.A
(Bachelor of Business Administration)
Shipping and Logistics Management
Semester V & VI

CHOICE BASED CREDIT AND GRADING SYSTEM (CBCGS)
With effect from the academic year 2024-25

www.rapodar.ac.in

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

*Under Choice Based Credit,
Grading and Semester System*

Course Structure

(To be implemented from Academic Year- 2024-2025)

| Course Code | Semester V | Credits | Course Code | Semester VI | Credits |
|-------------|--|-----------|-------------|--|-----------|
| | Elective courses (DSC) | | | Discipline Specific Courses (DSC) | |
| 50501 | Legal Aspects of Maritime Business | 03 | 50601 | Risk Management | 03 |
| 50502 | Maritime Human Resource Development | 03 | 50602 | Quality Initiatives in Shipping | 03 |
| 50503 | Industrial Marketing | 03 | 50603 | Entrepreneurship Management | 03 |
| 50504 | Ports & Harbors | 03 | 50604 | Shipping Operations | 03 |
| | Core Course | | | Core Course | |
| 50505 | Shipping services and costing | 04 | 50605 | Port Operations & Pricing | 04 |
| | Ability Enhancement Courses (AEC) | | | Ability Enhancement Courses (AEC) | |
| | Ability Enhancement Compulsory Courses (AECC) | | | Ability Enhancement Compulsory Courses (AECC) | |
| 50506 | Corporate Communication & Public Relations | 04 | 50606 | Project work | 04 |
| | Total Credits | | | Total Credits | |
| | | 20 | | | 20 |

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

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

(To be implemented from Academic Year- 2024-25)

Semester V

| Course Code | Semester V | Credits |
|--------------------|--|----------------|
| | Discipline Specific Courses (DSC) | |
| 50501 | Legal Aspects of Maritime Business | 03 |
| 50502 | Maritime Human Resource Development | 03 |
| 50503 | Industrial Marketing | 03 |
| 50504 | Ports & Harbors | 03 |
| | Core courses | |
| 50505 | Shipping services and costing | 04 |
| | Ability Enhancement Compulsory Courses (AECC) | |
| 50506 | Corporate Communication & Public Relations | 04 |
| | Total Credits | 20 |

Semester VI

| Course Code | Semester VI | Credits |
|--|---------------------------------|-----------|
| Discipline Specific Courses (DSC) | | |
| 50601 | Risk Management | 03 |
| 50602 | Quality Initiatives in Shipping | 03 |
| 50603 | Entrepreneurship Management | 03 |
| 50604 | Shipping Operations | 03 |
| Core courses | | |
| 50605 | Port Operations & Pricing | 04 |
| Ability Enhancement Compulsory Courses (AECC) | | |
| 50606 | Project Work | 04 |
| Total Credits | | 20 |

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

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

Modules at a glance:

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

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

Reference Books:

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

Teaching Pedagogy

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

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

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

Paper pattern for written test of 15 Marks

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

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

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

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

MARKS: 20

FY/SY/TY BBA: Division A/B

Semester: _____

| Name of the Topic | | Date of Presentation: | | | | | |
|-------------------|----------|-----------------------|------------|------------------|---------------------|---------------|------------|
| Sr. No | Rol 1 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 | Rol 1 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 | Rol 1 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: _____

Discipline Specific Courses (DSC)
Maritime Human Resource Development- 3 credits

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

Modules at a glance:

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

Syllabus

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

Reference Books:

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

Teaching Pedagogy

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

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

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

Paper pattern for written test of 15 Marks

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

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

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

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

MARKS: 20

FY/SY/TY BBA: Division A/B

Semester: _____

| Name of the Topic | | Date of Presentation: | | | | | |
|-------------------|--------|-----------------------|-------------|-------------------|---------------------|----------------|------------|
| Sr. No | Rol 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 | Rol 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 | Rol 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: _____

Discipline Specific Courses (DSC)
Industrial Marketing- 3 credits

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

Modules at a glance:

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

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

Reference Books:

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

Teaching Pedagogy

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

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

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

Paper pattern for written test of 15 Marks

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

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

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

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

MARKS: 20

FY/SY/TY BBA: Division A/B

Semester: _____

| Name of the Topic | | Date of Presentation: | | | | | |
|-------------------|--------|-----------------------|------------|------------------|---------------------|---------------|------------|
| Sr. No | Rol 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 | Rol 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 | Rol 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: _____

Discipline Specific Courses (DSC)
Ports & Harbors (Basics)-3 credits

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

Modules at a glance:

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

Syllabus :

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

Reference Books:

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

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

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

MARKS: 20

FY/SY/TY BBA: Division A/B

Semester: _____

| Name of the Topic | | Date of Presentation: | | | | | |
|-------------------|--------|-----------------------|------------|------------------|---------------------|---------------|------------|
| Sr. No | Rol 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 | Rol 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 | Rol 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: _____

Core Courses (CC)

Shipping Services & Costing- 4 credits

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

Modules at a glance:

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

Syllabus:

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

Reference Books:

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

Teaching Pedagogy

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

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

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

Paper pattern for written test of 15 Marks

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

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

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

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

MARKS: 20

FY/SY/TY BBA: Division A/B

Semester: _____

| Name of the Topic | | Date of Presentation: | | | | | |
|-------------------|----------|-----------------------|-------------|-------------------|---------------------|----------------|-------------|
| Sr. No | Rol l No | Name of the student | Conten t(5) | Team buildin g(5) | Presentation skills | | Tota l (20) |
| | | | | | Verba l(5) | Non Verba l(5) | |
| 1 | | | | | | | |
| 2 | | | | | | | |
| 3 | | | | | | | |
| 4 | | | | | | | |

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

| Name of the Topic | | Date of Presentation: | | | | | |
|-------------------|----------|-----------------------|-------------|-------------------|---------------------|----------------|-------------|
| Sr. No | Rol l No | Name of the student | Conten t(5) | Team buildin g(5) | Presentation skills | | Tota l (20) |
| | | | | | Verba l(5) | Non Verba l(5) | |
| 1 | | | | | | | |
| 2 | | | | | | | |
| 3 | | | | | | | |
| 4 | | | | | | | |

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

| Name of the Topic | | Date of Presentation: | | | | | |
|-------------------|----------|-----------------------|-------------|-------------------|---------------------|----------------|-------------|
| Sr. No | Rol l No | Name of the student | Conten t(5) | Team buildin g(5) | Presentation skills | | Tota l (20) |
| | | | | | Verba l(5) | Non Verba l(5) | |
| 1 | | | | | | | |
| 2 | | | | | | | |
| 3 | | | | | | | |
| 4 | | | | | | | |

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

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

Corporate Communication & Public Relations

Course Objectives

| | |
|--------|--|
| CObj 1 | To enable the learners to understand what corporate communication is. |
| CObj 2 | To create awareness about what its role in corporations is, and the different perspectives on corporate communication. |
| CObj 3 | To enable the learner to understand key concepts of corporate communication and public relations. |
| CObj 4 | To ensure the learners know key theories of corporate communications and public relations. |

Course Outcomes

| | |
|--------|---|
| COut 1 | The learners will develop knowledge, skills, and judgment around human communication. |
| COut 2 | The learners are aware of the different traits that facilitate their ability to work collaboratively with others. |
| COut 3 | The learner will cultivate communication skills to improve his/her competencies. |
| COut 4 | The learner learns to manage conflict, understand small group processes, actively listen and appropriate self-disclosure. |

Modules at a glance:

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

Syllabus:

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

| | |
|--|--|
| | Contribution of Technology to Corporate Communication Introduction, Today's Communication Technology, Importance, functions and types of Technology to Corporate Communication, New Media: Web Conferencing, Really Simple Syndication (RSS) , Information Technology in Corporate Communication Introduction, E-media Relations, E-internal Communication, E-brand Identity and Company Reputation c) Corporate Blogging Introduction, Characteristics, Types, Role and Content writing for Corporate Blogging and other platforms. |
|--|--|

Reference Books:

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

Teaching Pedagogy

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

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

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

Paper pattern for written test of 15 Marks

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

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

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

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

MARKS: 20

FY/SY/TY BBA: Division A/B

Semester: _____

| Name of the Topic | | Date of Presentation: | | | | | |
|-------------------|--------|-----------------------|------------|------------------|---------------------|---------------|------------|
| Sr. No | Rol 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 | Rol 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 | Rol 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: _____

SEMESTER - VI

Discipline Specific Courses (DSC)

RISK MANAGEMENT- 3 CREDITS

| RISK MANAGEMENT- 3 CREDITS | |
|--|---|
| Course Objectives and Course Outcomes | |
| Course Objectives | |
| CObj 1 | Learners able to comprehend the principles, and importance of risk, identify and classify different types of risks, |
| CObj 2 | Examine the risk, Learn and apply techniques for effective risk identification, considering both common and industry-specific risks |
| CObj 3 | Acquire knowledge of different risk analysis methods, - probability and impact assessments, risk mapping, and prioritization. |
| CObj 4 | Explore the implications of technology and cybers ecurity risks in logistics. Develop strategies for data protection and privacy in the context of emerging technologies. |
| Course Outcomes | |
| COut 1 | Learners will articulate the dynamic nature of risks and their impact on diverse aspects of business operations. |
| COut 2 | Learners will showcase their analytical skills in recognizing potential risks associated with various business activities and processes. |
| COut 3 | Demonstrate the ability to assess the likelihood and consequences of identified risks and prioritize them based on their potential impact on the organization. |
| COut 4 | Ability to integrate risk management practices with the rapidly evolving technological landscape, ensuring the security and integrity of logistics operations. |

Modules at a glance:

| Sr.no | Modules | No. of lectures |
|--------------|------------------------------------|-----------------|
| 1 | Introduction to Risk Management | 15 |
| 2 | Risk Assessment and Analysis | 15 |
| 3 | Technology and Cybersecurity Risks | 15 |
| Total | | 45 |

Syllabus at a glance:

| Sr. No. | Modules / Units |
|---------|---|
| 1. | Introduction to Risk Management |
| | Definition and principles of risk management, Importance of risk management in shipping and logistics, Types of risks, Risk Identification in Shipping and techniques for identifying and assessing risks, Common risks in transportation, warehousing, and supply chain operations |
| 2. | Risk Assessment and Analysis |
| | Types of risk analysis methods, Probability and impact assessment, Risk mapping and prioritization, Developing risk mitigation plans, Risk transfer, avoidance, reduction, and acceptance, Insurance and risk financing in shipping and logistics Emergency Response and Crisis Management- Developing and testing emergency response plans, Crisis communication and management Regulatory Compliance and Legal Risks -Understanding legal and regulatory risks in shipping and logistics, Compliance with international and national regulations, Contractual risk management |
| 3. | Technology and Cyber security Risks |
| | Risks associated with technology in logistics, Cyber security threats and prevention measures, Data protection and privacy concerns Global Supply Chain Risks- Risks associated with globalization and international trade, Political, Economic, and social risks in global supply chains Environmental Risks in Logistics- Environmental impact assessment, Risks related to climate change and natural disasters, Sustainable practices for risk reduction, Future Trends and Innovations in risk management, Emerging technology Industry trends, and future challenges |

Recommended Books

1. "Risk Management and Financial Institutions" by John C. Hull
2. "The Essentials of Risk Management" by Michel Crouhy, Dan Galai, and Robert Mark
3. "Risk Management: Principles and Practices" by Michael W. Elliott, Paul R. Kleindorfer, and Howard C. Kunreuther
4. "Measuring Market Risk" by Kevin Dowd
5. "Operational Risk Management: A Complete Guide to a Successful Operational Risk Framework" by Philippa X. Girling
6. "Credit Risk Modeling using Excel and VBA" by Gunter Löffler and Peter N. Posch

Teaching pedagogy

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

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

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

Paper pattern for written test of 15 Marks

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

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

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

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

MARKS: 20

FY/SY/TY BBA: Division A/B

Semester: _____

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

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

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

Discipline Specific Courses (DSC)
QUALITY INITIATIVES IN SHIPPING- 3 credits

| QUALITY INITIATIVES IN SHIPPING- 3 credits | |
|--|--|
| Course Objectives and Course Outcomes | |
| Course Objectives | |
| CObj 1 | Comprehend the principles, various TQM tools, and techniques for optimizing and enhancing efficiency in logistics processes. |
| CObj 2 | Understand the principles of Lean Management, identify and analyze waste reduction |
| CObj 3 | Explore quality standards., understand the certification processes and requirements, explore strategies to ensure compliance |
| Course Outcomes | |
| COut 1 | Good sound understanding of Quality Management |
| COut 2 | Explore the possibilities of applying TQM principles to optimize logistics operations. |
| COut 3 | Gain additional knowledge of causes, effects, measures and steps to achieve better quality. |
| COut 4 | Study various quality control tools to gain a better understanding of control over variations |

Modules at a glance

| Sr.no | Modules | No. of lectures |
|--------------|--------------------------------------|-----------------|
| 1 | Introduction to Quality Management | 15 |
| 2 | Quality Standards and Certifications | 15 |
| 3 | Supplier Quality Management | 15 |
| Total | | 45 |

Syllabus at a glance:

| Sr. No. | Modules / Units |
|----------------|--|
| 1. | Introduction to Quality Management |
| | Definition and principles of quality management, Importance of quality in logistics, Historical overview and evolution of quality management, Total Quality Management (TQM) in Logistics- Concepts and principles of TQM, TQM tools and techniques, Application of TQM in logistics operation Lean Management- Principles of Lean Management, Waste reduction and process optimization, Lean tools and techniques in logistics |
| 2. | Quality Standards and Certifications |
| | ISO 9001 and other relevant quality standards, Certification processes, and requirements, Ensuring compliance in logistics processes, Quality Metrics and Key Performance Indicators - Identification and measurement of key quality metrics, Benchmarking and performance evaluation, Six Sigma in Logistics-Overview of Six Sigma methodology & its application |
| 3. | Supplier Quality Management |
| | Importance of supplier quality in logistics, , establishing and managing supplier relationships, Risk management and contingency planning, Kaizen philosophy and practices, implementing continuous improvement in logistics processes Quality Audits and Inspections, Planning and conducting quality audits, Internal vs. external audits, Corrective and preventive actions, Future Trends and Innovations- emerging technologies in quality management, Industry trends, and future challenges |

Recommended books

1. "Total Quality Management" by Dale H. Besterfield
2. "Quality Management for Organizational Excellence: Introduction to Total Quality" by David L. Goetsch and Stanley Davis
3. "The Quality Toolbox" by Nancy R. Tague
4. "Juran's Quality Handbook: The Complete Guide to Performance Excellence" by Joseph M. Juran and Joseph A. De Feo
5. "Six Sigma: The Breakthrough Management Strategy Revolutionizing the World's Top Corporations" by Mikel Harry and Richard Schroeder
6. "Quality Management Demystified" by Sid Kemp

Teaching pedagogy

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

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

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

Paper pattern for written test of 15 Marks

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

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

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

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

MARKS: 20

FY/SY/TY BBA: Division A/B

Semester: _____

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

Entrepreneurship Management- 3 credits

| Entrepreneurship Management - 3 credits | |
|--|--|
| Course Objectives and Course Outcomes | |
| Course Objectives | |
| CObj 1 | Define entrepreneurship and its role in the economy. |
| CObj 2 | Understand the characteristics and traits of successful entrepreneurs |
| CObj 3 | Teach methods for recognizing and evaluating business opportunities. |
| CObj 4 | Develop skills in market research and trend analysis. |
| CObj 5 | Familiarize participants with legal and regulatory considerations for starting a business. |
| CObj 6 | Provide knowledge on budgeting, financial forecasting, and financial management. |
| CObj 7 | Understand the importance of branding and customer relations. |
| CObj 8 | Develop networking skills for building professional relationships. |
| CObj 9 | Encourage thinking outside the box and adapting to change. |
| CObj 10 | Emphasize the importance of building and leading effective teams. |
| Course Outcomes | |
| COut 1 | Participants can develop and articulate a viable business concept. |
| COut 2 | Participants can create a detailed and comprehensive business plan. |
| COut 3 | Participants can conduct effective market analysis and research. |
| COut 4 | Participants understand the legal and regulatory requirements for starting a business. |
| COut 5 | Participants demonstrate proficiency in financial management and planning. |
| COut 6 | Participants can develop and implement effective marketing strategies. |
| COut 7 | Participants can build professional networks and relationships. |
| COut 8 | Participants can identify and mitigate risks associated with entrepreneurship. |
| COut 9 | Participants exhibit leadership skills and can build and lead effective teams. |

Modules at a glance:

| Sr.no | Modules | No. of lectures |
|-------|--|-----------------|
| 1 | Entrepreneurship in Shipping & Logistics | 15 |
| 2 | Business Planning | 15 |
| 3 | Entrepreneurial Skills Development | 15 |
| | Total | 45 |

Syllabus at a glance:

| Sr. No. | Modules / Units |
|---------|---|
| 1. | Entrepreneurship in Shipping & Logistics Overview of Entrepreneurship: Definition, Concept, importance, Need & and factors influencing Entrepreneurship Development, Classification, Characteristics, and qualities of an entrepreneur, and types of entrepreneurship, Theories of Entrepreneurship, Intrapreneur, Women Entrepreneurs, Social Entrepreneurship development, New trends in E-entrepreneurship, Entrepreneur Analysis of successful entrepreneurial ventures in shipping and logistics Identifying Business Opportunities Market Research and Analysis, Techniques for identifying market needs and gaps, Competitive analysis in the shipping and logistics sector, Encouraging innovative thinking in logistics solutions. Creative problem-solving in the industry |
| 2. | Business Planning Developing a business model for shipping and logistics startups, Value proposition, and revenue Streams, Budgeting, financial forecasting, risk assessment, Funding options for logistics ventures, Understanding legal requirements in the shipping and logistics sector, Licensing, and compliance issues, Methods, Channel of Marketing, Marketing Institutions and Assistance Sustainability in Logistics- Environmentally friendly practices in shipping and logistics, corporate social responsibility in the industry |
| 3. | Entrepreneurial Skills Development Leadership and Team Management- Effective leadership in an entrepreneurial context, Building and leading teams in logistics ventures, Negotiation skills for contracts and partnerships, Effective communication within the industry, and Developing a compelling business pitch for investors and clients. skills for entrepreneurs in logistics, Real-world application of entrepreneurship skills. Group project where students develop a business plan for a logistics startup, Pitching the project to a panel of industry expert logistics startup, Pitching the project to a panel of industry experts |

Recommended books:

1. "The Lean Startup: How Today's Entrepreneurs Use Continuous Innovation to Create Radically Successful Businesses" by Eric Ries
2. "Zero to One: Notes on Startups, or How to Build the Future" by Peter Thiel and Blake Masters
3. "The Art of Startup Fundraising: Pitching Investors, Negotiating the Deal, and Everything Else Entrepreneurs Need to Know" by Alejandro Cremades
4. "Disciplined Entrepreneurship: 24 Steps to a Successful Startup" by Bill Aulet
5. "Venture Deals: Be Smarter Than Your Lawyer and Venture Capitalist" by Brad Feld and Jason Mendelson
6. "The Innovator's Dilemma: When New Technologies Cause Great Firms to Fail" by Clayton M. Christensen

Teaching pedagogy

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

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

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

Paper pattern for written test of 15 Marks

| QuestionNo. | Particulars | Total marks |
|-------------|---|-------------|
| Q.1 | Question based on theory/concept taught. (Any Two out of Three) | 10 |
| | OR | |
| | Application based question | |
| Q.2 | Write short note (Any One out of Two) | 5 |
| | TOTAL | 15 |

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

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

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

MARKS: 20

FY/SY/TY BBA: Division A/B

Semester: _____

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

Discipline Specific Courses (DSC)
Shipping Operations-3 Credits

| Shipping Operations- 3 Credits | |
|--|--|
| Course Objectives and Course Outcomes | |
| Course Objectives | |
| CObj 1 | Learners will learn about Conferences, Consortium and different Acts |
| CObj 2 | Provide insights into the berthing, un-berthing application process and the procedures for ships sailing out of ports. |
| CObj 3 | Detail the general sequence of operations for container export, covering cargo arrival procedures from warehouses, factories, CFS, and ICDs. |
| CObj 4 | Understand the complexities and nuances involved in container operations, considering different arrival points and modes of transportation. |
| Course Outcomes | |
| COut 1 | Learner's knowledge regarding understanding and adherence to shipping conferences ensuring stability in rates and service provision provides clarity |
| COut 2 | Gaining knowledge of Proper berthing procedures, customs clearance, and cargo handling contributing to efficient port operations. |
| COut 3 | Understand that proper planning and execution in container operations enhances port efficiency. |
| COut 4 | Knowledge of procedures for handling solid and liquid bulk cargo ensures safe and cost-effective operations in port |

Modules at a glance

| Sr.no | Modules | No. of lectures |
|--------------|--|------------------------|
| 1 | Shipping Conferences and Consortium – How they operate | 15 |
| 2 | Berthing/Un-berthing procedure at ports | 15 |
| 3 | Cargo operations in port | 15 |
| Total | | 45 |

Syllabus at a glance:

| Sr.No. | Modules / Units |
|--------|--|
| 1. | Shipping Conferences and Consortium – How they operate |
| | Shipping conference and line conference, various shipping conferences worldwide, Conferences operation, advantages and disadvantages of conferences to shipping trade/ owners. Competition Act 2002, Shipping Consortium, the difference between consortium and conference |
| 2. | Berthing/Un-berthing procedure at ports |
| | Procedure for declaration of ship by the Master at pilot station, berthing application, ship berthing and custom clearance at port to commence the cargo operation, supervision during cargo operation, recording of events in the log book, un-berthing application, and sailing out of ships from port, filing of IGM/ EGM with Custom as per Section 30 and 41 of Customs Act 1962. Container operation at port (import and export arriving via Factory, CFS,ICD): General sequence of operation for container export at the port. Cargo arrival procedure from warehouse/factory to CFS for stuffing and movement to port for loading on ship. Container arrival procedure from the factory with seal and movement to port for loading on the ship. Container arrival procedure from ICD and receipt by port for loading on the ship, Container loading plan (CLP), and essence in planning. |
| 3. | Cargo operations in port |
| | Solid Bulk cargo (import) operation at port) Illustration of ship voyage of a ship from a foreign country with a very large parcel size of raw material and landing at an Indian Port with associated cost and time. Discharging procedure, storage at port, and delivery of cargo: Liquid Bulk / Gas cargo operation at port: Classification of liquid and gas cargo, types of ships used for each type of cargo, pipelines for transporting the materials from port to tank farms, issues related to pipelines transportation, efficiency, major pipelines projects in India |

Recommended Books

1. "Introduction to Shipping" by E. Grammenos
2. "Maritime Economics" by Martin Stopford
3. "Shipping Operations Management" by I. Branch
4. "Maritime Logistics: A Guide to Contemporary Shipping and Port Management" by D. Bowersox
5. "The Law of Shipbuilding Contracts" by S. N. M. Eder
6. "Introduction to Marine Engineering" by D. A. Taylor

Teaching pedagogy

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

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

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

Paper pattern for written test of 15 Marks

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

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

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

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

MARKS: 20

FY/SY/TY BBA: Division A/B

Semester: _____

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

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

Core Course

Ports Operations & Port Pricing – 4 credits

| Ports Operations & Port Pricing – 4 credits | |
|--|--|
| Course Objectives and Course Outcomes | |
| Course Objectives | |
| CObj 1 | To impart knowledge on the significance of Ports in international trade. |
| CObj 2 | To understand the port pricing mechanisms |
| CObj 3 | To study the role of port operations in International Trade and Transport |
| CObj 4 | To understand the parameters used for measuring port performance |
| CObj 5 | To have a basic idea on the establishment of cost and revenue centers for a port |
| Course Outcomes | |
| COut 1 | Explain the role of ports in international trade and transport |
| COut 2 | Examine the performance of Ports |
| COut 3 | Identify the different port pricing systems |
| COut 4 | Be aware of the various regulatory mechanisms including user appeals against charges. |
| COut 5 | Understand the cost factors in pricing including for infrastructure, navigation services, equipment, staff and labour, marketing, security and safety, and for environmental services. |
| COut 6 | Understand the integration of port charges with charges of other port operators and inland transport organisations and through transport charges. |

Modules at a glance:

| Sr.no | Modules | No. of lectures |
|--------------|--|-----------------|
| 1 | Port Equipment | 15 |
| 2 | Process for vessel declaration, vessel reporting, pilot boarding, berthing, un-berthing, and sailing of the vessel | 15 |
| 3 | Types of Port Pricing and Classification of Port Tariffs | 15 |
| 4 | Estimated revenue generation by a port based on projected traffic for containers/ bulk cargo | 15 |
| Total | | 60 |

Syllabus at a glance:

| Sr. No. | Modules / Units |
|----------------|---|
| 1 | Port Equipment |
| | Equipment for container handling- RMQC, RTGC, RMGC, Reach stackers, Tractor Trailers, Equipment for dry bulk cargo handling- Grab unloader, Continuous unloader, conveyor system Equipment for general cargo handling- sling, D shackle, ropes, hooks, net, etc. Port yard and cargo sheds: Development of container yards and capacity declaration, Development of yard for dry bulk cargo, Undeveloped yard for cargo like coal, coke, metal scraps etc. Development of cargo cargo-covered shed for sensitive and costly cargo |
| 2 | Process for vessel declaration, vessel reporting, pilot boarding, berthing, un-berthing, and sailing of the vessel |
| | Complete procedure for declaration of vessel arrival plan to port for acceptance, vessel acceptance and issue of (VIA/ VCN), vessel arrival reporting by Master, berthing application, pilot boarding, vessel inward movement, berthing and securing of vessel with bollards, cargo operation, un-berthing application and sailing of the vessel. Port operation at deep draft ports Draft survey on vessel arrival at berth, equipment placing, hatch cover opening, cargo breaking, cargo unloading, storage in the yard/ shed, cargo accounting daily, dispatch with measurement of weight after customs clearance |
| 3 | Types of Port Pricing and Classification of Port Tariffs |
| | Port pricing Type- Cost plus, performance-based, competition-based, Ad- valorem pricing, Classification of port tariff- VRC: Port dues, Pilotage, Berth hire, Shifting CRC: Cargo handling, wharfage, storage, dwell time charges. |
| 4 | Estimated revenue generation by a port based on projected traffic for containers/ bulk cargo |
| | Calculation of revenue generation by the port based on cargo type, quantity, and tariff applicable. Exercise on the calculation of estimated revenue (In Excel sheet) by a container port based on projected container traffic |

Recommended Books

1. "Introduction to Port Economics" by Wayne K. Talley
2. "Maritime Logistics: Contemporary Issues" by Dong-Wook Song and Photis M. Panayides
3. "Port Management and Operations" by Maria G. Burns
4. "Port Economics" by Kevin Cullinane
5. "Ports and Terminals: Operations, Management, and Economics" by H. J. de Bok and Y. Wang
6. "Maritime Economics and Logistics" by K. Cullinane, Y. Song, and T. Zheng

Teaching pedagogy

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

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

| Method of evaluation | Total marks |
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| TOTAL | 40 |

Paper pattern for written test of 15 Marks

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

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

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

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

MARKS: 20

FY/SY/TY BBA: Division A/B

Semester: _____

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

Core Courses (CC)

Project Work- 4 credits

Students will be required to complete the following:

- 1) Finalization of project proposal.
- 2) Identification of Research Methodology.
- 3) Literature review.
- 4) Preparation of Research instruments.
- 5) Fieldwork
- 6) Data analysis
- 7) Report writing

The report shall contain the following sections:

1. Title page
2. Certificates from the Guide and Head of the Department
3. Acknowledgements
4. Table of Contents
5. Problem definition / Introduction to the concept
6. Industry profile & Company profile (if the project work is done for an organization)
7. Research Methodology
8. Objectives
9. Operational definitions
10. Data collection
11. Statistical Tools used for research
12. Sampling Technique – Sampling Unit, Sample Size and Sampling method.
13. Plan of Analysis
14. Limitations to the study
15. Data Analysis and interpretation
16. Summary of findings
17. Suggestions, Conclusions – Future Growth
18. Bibliography
19. Annexures