

MANGALORE



UNIVERSITY

MANGALAGANGOTRI

Syllabus

Bachelor of Business Administration in Logistics

(Apprenticeship Based BBA Programme)

As per NEP 2020 and as per resolutions of BOS on BBA held on 22-10-2021

Department of Business Administration

(Faculty of Commerce)

Mangalore University, Mangalagangothri

Bachelor of Business Administration
(BBA in Logistics)

1. Programme Objectives:

The objectives of BBA in Logistics Programme are:

- To impart knowledge on fundamentals of logistics and their application.
- To develop competencies and knowledge of students to become warehouse professionals.
- To develop problem-solving skills through experiential learning and innovative pedagogy to ensure utilization of knowledge in professional careers.
- To illustrate the role and scope of Logistic management in organizations.
- Incorporate and manage uncertainty and risk associated with logistics operations.
- To produce industry ready graduates have highest regard for Personal & Institutional Integrity, Social Responsibility, Teamwork and Continuous Learning.
- To develop a positive attitude and life skills to become a multi faceted personality with a sense of environmental consciousness and ethical values.

2. Programme Outcomes (PO):

On successfully completion of the program, the student will be able to:

- Understand concepts and fundamentals of logistics. Identify the opportunities in the corporate environment and manage the challenges.
- Demonstrate the knowledge of logistics management to solve complex corporate problems using limited resources.
- Function effectively as an individual, and as a member or leader in diverse teams, and in multidisciplinary settings.
- Demonstrate entrepreneurial competencies.
- Exhibit managerial skills in the areas of logistics handling, materials management, warehousing etc.
- Identify business opportunities, design and implement innovations at workspace.
- Possess a sturdy foundation for higher education.

3. Program Specific Outcomes (PSO):

On the successful completion of B.B.A.in Logistics, the students will be able to:

PSO1: Acquire Practical learning through summer internship, industrial visit and Business Plan etc.

PSO2: Demonstrate analytical and problem-solving skills through specialization in logistics management, warehousing and materials management to solve the business issues.

PSO3: Understand and develop the new dimensions of knowledge through open electives to cater the need of the industry.

PSO4: Comprehend the core concepts, methods and practices in logistic management.

PSO5: Venture into his/her own business or excel in executive roles in private /government sector.

PSO6: Demonstrate the ability to create business plans.

PSO7: Develop an understanding of business that reflects the moral responsibility of business to all relevant stakeholders and the natural environment.

PSO8: Matured Individuals and responsible Citizens to the country.

PSO9: Demonstrate Ability to work in Teams/Groups.

4. Structure of BBA (in Logistics) Syllabus:

First Semester BBA in Logistics (Basic/Honors)							
Course Code	Title of the Course	Category of Courses	Teaching Hours/ Week (L+T+P)	SEE	CI E	Total Marks	Credits
Lang. 1.1	Language - I	AECC	3+1+0	60	40	100	3
Lang. 1.2	Language – II	AECC	3+1+0	60	40	100	3
BBAL. 1.1	Fundamentals of Logistics	DSCC	4+0+0	60	40	100	4
BBAL. 1.2	Materials Management	DSCC	3+0+2	60	40	100	4
BBAL. 1.3	Warehousing & Distribution Centre Operations	DSCC	4+0+0	60	40	100	4
BBAL. 1.4	Digital Fluency	SEC	1+0+2	30	20	50	2
BBAL. 1.5	Business Organization	O E C	3+0+0	60	40	100	3
BBAL. 1.6	Health and Wellness +	SEC- VB	0+0+2	-	25	25	1
	Physical Education & Yoga		0+0+2	-	25	25	1
	Total			390	310	700	25
Second Semester BBA in Logistics(Basic/Honors)							
Course Code	Title of the Course	Category of Courses	Teaching Hours/ Week (L+T+P)	SEE	CIE	Total Marks	Credits
Lang. 2.1	Language - I	AECC	3+1+0	60	40	100	3
Lang. 2.2	Language – II	AECC	3+1+0	60	40	100	3
BBAL. 2.1	Cost and Management Accounting	DSCC	3+0+2	60	40	100	4
BBAL. 2.2	Forecasting and Inventory Management	DSCC	4+0+0	60	40	100	4
BBAL. 2.3	Freight Forwarding (Ocean & Air Cargo)	DSCC	4+0+0	60	40	100	4
BBAL. 2.4	Environmental Studies	AECC	2+0+0	30	20	50	2
BBAL. 2.5	Retail Management	O E C	3+0+0	60	40	100	3
BBAL. 2.6	Physical Education- Sports	SEC-VB	0+0+2	-	25	25	1
BBAL. 2.6	NCC/NSS/R&R(S&G) /Cultural	SEC- VB	0+0+2	-	25	25	1
	Total			390	310	700	25

Third Semester BBA in Logistics (Basic/Honors)							
Course Code	Title of the Course	Category of Courses	Teaching Hours/ Week (L+T+P)	SEE	CIE	Total Marks	Credits
Lang. 3.1	Language - I	AECC	3+1+0	60	40	100	3
Lang. 3.2	Language – II	AECC	3+1+0	60	40	100	3
BBAL. 3.1	Surface Transportation	DSCC	4+0+0	60	40	100	4
BBAL. 3.2	Supply Chain Management	DSCC	3+0+2	60	40	100	4
BBAL. 3.3	Principles of Management	DSCC	4+0+0	60	40	100	4
BBAL. 3.4	Artificial Intelligence	SEC	1+0+2	30	20	50	2
BBAL. 3.5	Rural Marketing	O E C	3+0+0	60	40	100	3
BBAL. 3.6	Sports	SEC- VB	0+0+2	-	25	25	1
BBAL. 3.7	Physical Education & Yoga	SEC- VB	0+0+2	-	25	25	1
	Total			390	310	700	25
Fourth Semester BBA in Logistics(Basic/Honors)							
Cours e Code	Title of the Course	Category of Courses	Teaching Hours/ Week (L+T+P)	SEE	CIE	Total Marks	Credits
Lang. 4.1	Language - I	AECC	3+1+0	60	40	100	3
Lang. 4.2	Language – II	AECC	3+1+0	60	40	100	3
BBAL. 4.1	Introduction to Shipping	DSCC	3+0+2	60	40	100	4
BBAL. 4.2	Logistics Information System	DSCC	4+0+0	60	40	100	4
BBAL. 4.3	Fundamentals of Operation Research	DSCC	4+0+0	60	40	100	4
BBAL. 4.4	Constitution of India	AECC	2+0+0	30	20	50	2
BBAL. 4.5	Business Leadership Skills	O E C	3+0+0	60	40	100	3
BBAL. 4.6	Physical Education- Sports	SEC- VB	0+0+2	-	25	25	1
BBAL. 4.7	NCC/NSS/R&R(S&G) /Cultural	SEC- VB	0+0+2	-	25	25	1
	Total			390	310	700	25

Acronyms Expanded

➤ AECC	: Ability Enhancement Compulsory Course
➤ DSC C	: Discipline Specific Core (Course)
➤ SEC	: Skill Enhancement Course
➤ SB/VB	: Skill Based/Value Based
➤ OEC	: Open Elective Course
➤ DSE	: Discipline Specific Elective
➤ SEE	: Semester End Examination
➤ CIE	: Continuous Internal Evaluation
➤ L+T+P	: Lecture + Tutorial + Practical(s)

Notes:

1. One Hour of Lecture is equal to 1 Credit.
2. One Hour of Tutorial is equal to 1 Credit (Except Languages).
3. Two Hours of Practical is equal to 1 Credit

Practical Classes may be conducted in the Business Lab or in Computer Lab or in Class room depending on the requirement. One batch of students should not exceed half (i.e., 50 or less than 50 students) of the number of students in each class/section. 2 Hours of Practical Class is equal to 1 Hour of Teaching, however, whenever it is conducted for the entire class (i.e., more than 50 students) 2 Hours of Practical Class is equal to 2 Hours of Teaching.

5. Pedagogy:

In addition to Conventional Time-Tested Lecture Method, the following approaches may be adopted as and when found appropriate and required:

1. **Case Based Learning:** Practical exposure can be given to students through Case based learning/critical learning tool. It enhances skills of students in analyzing the organizational problems and learning to arrive at critical decisions. They learn to apply concepts, principles and analytical skills to solve the real situation problems.
2. **Experiential/Live Projects/Grass Root Projects:** To bridge the gulf between the theory and practice, the students have to be encouraged to take up experiential projects/Live Projects/Grass Root Projects in companies/organizations/factories.
3. **Team Spirit and Building:** To internalize the core curriculum, working in teams and developing team spirit is essential. Interdisciplinary learning across outside the faculty would help students in equipping with these skills.
4. **ICT enabled teaching with global touch:** With the use of modern ICT technology students' learning in class room marches towards digitization. Getting connected to people through e-mode who are located all over the world and who bring real-time insights from their industries, their customers, happenings in their local place and environment.
5. **Leadership Building:** Apart from developing a strong background in the functional areas of Business and management, the Model Curriculum focuses on developing New Age Leadership capabilities among the students.
6. **Emphasis on Indian Business Models:** Over the past two decades, several Indian Business domains and organizations have made remarkable contribution in developing innovative business models by occupying a space in the global business scenario. The academia can make use of such examples in the pedagogy.

6. Suggestive Guidelines for Continuous Internal Evaluation and Semester End Examination.

The CIE and SEE will carry 40% and 60% weightage each, to enable the course to be evaluated for a total of 100 marks, irrespective of its credits. The evaluation system of the course is comprehensive & continuous during the entire period of the Semester. For a course, the CIE and SEE evaluation will be on the following parameters:

Sl. No.	Parameters for the Evaluation	Marks
1. Continuous Internal Evaluation (CIE)		
A.	Continuous & Comprehensive Evaluation (CCE)	20 Marks
B.	Internal Assessment Tests (IAT)	20 Marks
Total of CIE (A+B)		40 Marks
2. Semester End Examination (SEE)		
C.	Semester End Examination (SEE)	60 Marks
Total of CIE and SEE (A + B + C)		100 Marks

a) **Continuous & Comprehensive Evaluation (CCE):** The CCE will carry a maximum of 20% weightage (20 marks) of total marks of a course. Before the start of the academic session in each semester, a faculty member should choose for his/her course, minimum of **FIVE** of the following assessment methods with four (4.0) marks each:

- i. Individual Assignments
- ii. Seminars/Class Room Presentations/ Quizzes
- iii. Group Discussions /Class Discussion/ Group Assignments
- iv. Case studies/Case lets
- v. Participatory & Industry-Integrated Learning/ Field visits
- vi. Practical activities / Problem Solving Exercises
- vii. Participation in Seminars/ Academic Events/Symposia, etc.
- viii. Mini Projects/Capstone Projects
- ix. Any other academic activity

b) **Internal Assessment Tests (IAT):** The IAT will carry a maximum of 20% weightage (20 marks) of total marks of a course, under this component, two tests will have to be conducted in a semester for 20 marks each and the same is to be scaled down to 20 marks.

c) In case of 50 percentage of CIE weightage courses, faculty members can choose assessments methods accordingly for the required marks as mentioned above.

7. Suggestive Template for IAT

Internal Assessment Test Bachelor (BBA) in Logistics

Course Code: Name of the Course

Duration: 1 Hour

Total Marks: 20

SECTION-A

Answer any two of the following questions. (Questions are asked on remembering ability) (2 x 2= 4)

- 1.
- 2.
- 3.

SECTION- B

Answer any two of the following questions. (Questions are asked on understanding and Application) (2 x4= 8)

- 4.
- 5.
- 6.

SECTION- C

Answer any one of the following questions. (Questions are asked for analyzing and evaluating) (1x 8=8)

- 7.
- 8.

Note: Internal Test question papers format is prepared based on Revised Bloom's Taxonomy. (https://www.apu.edu/live_data/files/333/blooms_taxonomy_action_verbs.pdf)

8. Semester End Examination (SEE):

The Semester End Examination for all the courses for which students who get registered during the semester shall be conducted. SEE of the course shall be conducted after fulfilling the minimum attendance requirement as per the Universities/Institutes' norms.

Suggestive Template for SEE

Semester End Examination

Bachelor of Business Administration (BBA) in Logistics

Course Code: Name of the Course

Duration: 3 Hours

Total Marks: 60

SECTION-A

Answer any five of the following questions. Each question carries 2 marks (5 x 2= 10)

- 1.
- 2.
- 3.
- 4.

- 5.
- 6.
- 7.

SECTION- B

Answer any four of the following questions. Each question carries 5 marks (4 x5=20)

- 8.
- 9.
- 10.
- 11.
- 12.
- 13.
- 14.

SECTION- C

Answer any three of the following questions. Each question carries 10 marks
(3x 10=30)

- 15.
- 16.
- 17.
- 18.
- 19.

BBA THIRD SEMESTER

Name of the Program: Bachelor of Business Administration (BBA) in Logistics Course Code: BBAL 3.1 Name of the Course: Surface Transportation		
Course Credits	No. of Hours per Week	Total No. of Teaching Hours
4 Credits	4 Hrs	56 Hrs
Pedagogy: Classrooms lecture, tutorials, Group discussion, Seminar, Case studies.		
Course Outcomes: On successful completion Student will demonstrate <ol style="list-style-type: none"> 1. An Understanding of components of Surface Transportation. 2. Ability to analyse the significance of Surface Transportation. 3. Ability to demonstrate operation procedures of Surface Transportation. 4. Ability to explain the use of Surface Transportation. 5. Ability to analyse the elements of Surface Transportation. 6. Develop competencies and knowledge of students to become transportation professionals. 7. Clear orientation in the field of Logistics. 		
Syllabus:		Hours
Module No. 1: INTRODUCTION TO SURFACE TRANSPORTATION		12
Introduction to surface transportation - Need for transportations - Role of transportations in logistics - Importance of transportations - Types of transportations metrics - functions of transportations - inter modal transport -various land transport carriers and their Load capacities - pricing and availability - verification of carriers and drivers - transit rules - traffic rules inside warehouse premises - Docking procedure and safety steps. Procedure to Confirm vehicle for loading of goods.		
Module No. 2: TRACKING OF TRANSPORT		10
Transportation Optimisation - Documentation for transportation – GST – E Waybill Filing - Transportation Telematics - Vehicle tracking system - Communication with vehicle driver or transport company -Probable reasons for delay or any issues during transit -Solutions for corrective actions (such as talking to local authorities or break down service assistance) - Road signs, List good practices in driving.		
Module No. 3: TYPES OF TRUCKS AND LOAD CAPACITY		12
Types of Trucks and Load capacity/Organisation structure in a Transport organization/ Incident management systems & Processes - Explain types of temperature-controlled carriers - Discuss hazmat goods rules -Importance of safety data sheet and labels - Procedure for Consolidation of consignments for optimal loads, to verify count of material - Reporting discrepancies such as pilferages, loss or damage of goods in transit - Checking insurance and claims - steps to close deliveries and Coordinate with loading / unloading supervisor		
Module No. 4: BENEFITS OF EFFICIENT TRANSPORTATION SYSTEMS		12
Benefits of efficient transportation systems/Study on emerging trend in transportation sector/ pricing in transportation sector/Govt. regulations on transportation in India. Safety procedures during transit and emergency response steps - keeping track of news on traffic and communicate with drivers to identify delays and suggest re-routing -Explain tracking systems-Importance of consignment number - GPS systems and tracking devices - Procedure for downloading and reading tracking data from devices		
Module No. 5: CUSTOMER MANAGEMENT		10
Customer Management/ Vendor coordination for return truck loads/DG Handling – features and facilities offered by railways factors influencing growth in rail logistics – suitability for different cargo		
Skill Developments Activities:		

Text Books:

1. Course Material Prepared by LSC.
2. JP Saxena, Warehouse Management and Inventory Control-Vikas Publication House Pvt Ltd,
3. Warehouse Management: Automation and Organisation of Warehouse and Order Picking Systems [With CD ROM], Michael Ten Hompel, Thorsten Schmidt, Springer – verlag.
4. Management Guide to Efficient Money Saving Warehousing, Stephen Frey, Gower.
5. Kapoor Satish K., and Kansal Purva, 'Basics of Distribution Management : A Logistical Approach, Prentice HALL of India

Note: Latest edition of text books may be used.

Name of the Program: Bachelor of Business Administration (BBA) in Logistics Course Code: BBAL 3.2 Name of the Course: Supply Chain Management		
Course Credits	No. of Hours per Week	Total No. of Teaching Hours
4 Credits	4 Hrs	56 Hrs
Pedagogy: Classrooms lecture, tutorials, Group discussion, Seminar, Case studies.		
Course Outcomes: On successful completion Student will demonstrate <ol style="list-style-type: none"> 1. An Understanding of the basic concepts of supply chain management. 2. Ability to analyse the supply of raw materials and delivery of finished goods. 3. Ability to demonstrate operation procedures of supply chain management. 4. Ability to explain Supply chain Integration. 5. Ability to learn the re-engineering of existing logistics networks. 		
Syllabus:		Hours
Module No. 1: SUPPLY CHAIN MANAGEMENT		10
Definition – Objectives – Evolution – Importance Issues involved in developing SCM Framework-Types. SCM activities - Constituents - Organisation		
Module No. 2: SUPPLY CHAIN INTEGRATION		12
Stages-Barriers to internal integration-Achieving Excellence in SCM Dimensions of Supply Chain Excellence-Forces influencing SCE Emotions, Physical and Financial Supply Chains-Check list for Excellence.		
Module No. 3: PURCHASING AND SUPPLY MANAGEMENT		12
Introduction-importance, Objectives. Purchasing process; purchasing & other functions-Purchasing and integrated logistics interfaces-Types of purchases-Purchasing partnerships-Materials sourcing-JIT purchasing.		
Module No. 4: OUTSOURCING IN SCM		12
Meaning -Need-Outsourcing risks-outsourcing process -outsourcing in SCM, New opportunities in SCM outsourcing-Myths of SCM outsourcing.		
Module No. 5: PERFORMANCE MEASUREMENT IN SCM		10
Meaning-Advantages of performance measures-The benefits of performance measurement-Measuring SCM: Supplier performance measurement-Parameters for selecting suppliers.		
Skill Developments Activities:		
Text Books:		
<ol style="list-style-type: none"> 1. Course Material Prepared by LSC 2. Logistics and Supply chain management – Mart in Christopher 3. Satish C. Ailawadi & Rakesh Singh: Logistics Management, Prentice-Hall of India Pvt Ltd., New Delhi. 		

4. Donald Waters: Logistics. Palgrave Macmillan, New York.
5. Krishnaveni Muthiah: Logistics Management & World Sea borne Trade, Himalaya Publishing House, Mumbai.
6. Sarika Kulkarni : Supply Chain Management, Tata Mc. Graw Hill Publishing Co Ltd., New Delhi.
7. Chopra Sunil and Peter Meindl: Supply Chain Management: Strategy, planning and operation, Prentice Hall, Englewood cliffs, New Jersey.

Note: Latest edition of text books may be used.

Name of the Program: Bachelor of Business Administration (BBA) in Logistics Course Code: BBAL 3.3 Name of the Course: Principles of Management		
Course Credits	No. of Hours per Week	Total No. of Teaching Hours
4 Credits	4 Hrs	56 Hrs
Pedagogy: Classrooms lecture, tutorials, Group discussion, Seminar, Case studies.		
Course Outcomes: On successful completion Student will demonstrate		
<ol style="list-style-type: none"> 1. An Understanding of management theory from functional perspectives. 2. Ability to develop the basic managerial skills. 3. Ability to demonstrate planning, organizing, leading & controlling. 4. Ability to develop skills necessary for effective work team performance. 5. Ability to accept the challenges and opportunities in management. 		
Syllabus:		Hours
Module No. 1: MANAGEMENT CONCEPTS		12
Management: Meaning – Process - Science or Art - a Profession - Administration v/s Management – Significance - Functions of Management - Levels of Management - Managerial Skills - Roles of Managers. Classical Theory - Scientific Management - Administrative Management - Bureaucracy Modern Theory - System approach - Contingency Theory - Z quality management, Behavioural Theory - Hawthorne Studies - Maslow's need theory - Theory X, Y and Z.		
Module No. 2: PLANNING		10
Definition – Need – Benefits – Steps - Nature and Importance – Objectives Concepts of Management by Objective – Steps - Difficulties in MBO.		
Module No. 3: ORGANISING		12
Nature – Purpose – Steps - Types of Organization: Formal & Informal – Power - Authority and Responsibility. Centralisation v/s Decentralisation - Span of control – Departmentalization - Project organization - matrix organization.		
Module No. 4: STAFFING AND DIRECTING		12
Nature – Significance - Recruitment & Selection Meaning - Training and Placement – Meaning - Difference between Recruitment and Selection Difference between Training and development. Directing - Meaning – Definition - Key elements.		
Module No. 5: MANAGERIAL CONTROL		10
Definition, Characteristics - Significance – Limitations – Process - Requirement of an effective control system - Feedback mechanisms resistance to control - Overcoming resistance to control.		
Skill Developments Activities:		
<ol style="list-style-type: none"> 1. Collect the photograph and Bio-data of any three contributors to Management thought. 2. Draft organizational chart and discuss the authority relationship. 3. Identify the feedback control system of an organization. 4. List out your strengths and weaknesses considering you as a manager. 		

5. Visit any recruitment firm and write down their process of recruitment.

Text Books:

1. T. N Chhabra, Principles of Management
2. Samuel C Certo And S. Trevis Certo, Modern Management
3. L. M Prasad, Principles and Practices of Management
4. Koontz, Essentials of Management.
5. Daft, R. L, Management.
6. Stephen P. Robins and Marry Coulter, Management.

Note: Latest edition of text books may be used.

BBAL 3.4 – Artificial Intelligence (SEC)			
Course Credits	02	Total Contact Hours	30
Internal Assessment Marks : 20		Semester End Examination Marks : 30	

Common Syllabus for all UG Programmes

Name of the Program: Bachelor of Business Administration (BBA) in Logistics

Course Code: BBAL 3.5

Name of the Course: Rural Marketing (OEC)

Course Credits	No. of Hours per Week	Total No. of Teaching Hours
3 Credits	3 Hrs.	42 Hrs.

Pedagogy: Classroom lectures, Tutorials, and Case study method.

Course Outcomes: On successful completion of the course, the Students will demonstrate

- Describe the importance and application of various concepts of rural marketing.
- Demonstrate the appropriate selection of the segmentation, targeting and positioning strategies along with the environmental factors that influence rural consumers' buying behaviour.
- Design a Pricing Strategy that suits the characteristics of rural products and the stage in the product life cycle.
- Formulate the appropriate marketing communication and rural distribution channel plans to promote and deliver the rural products.
- Appraise the recent trends in rural marketing and the application of digital technology in rural marketing.

Syllabus:	Hours
Module No. 1: Introduction to Rural Marketing	08
Nature and scope of rural marketing, rural vs urban markets, concepts and classification of rural markets, rural marketing environment, rise of rural consumerism.	
Module No. 2: Rural Consumer Behaviour	06
Consumer buying Behaviour in rural markets, factors affecting consumer behaviour. Market segmentation – Bases for segmenting rural consumer markets.	
Module No. 3: Rural Product and Pricing Strategy	08
Rural product, Rural product classification, Product Life Cycle, Product Life Cycle strategies in rural markets, New Product Development in rural markets, Branding for rural markets. Pricing for rural markets – Factors and strategies.	
Module No. 4: Rural Distribution and Communication Strategy	10
Wholesaling and retailing in the rural market, rural mobile traders, rural distribution models- FMCG companies, durable companies, Service organizations, emerging distribution models.	
Rural communication strategy: challenges in rural Communication, creating promotion mix for rural audiences - advertisement, sales promotion, publicity.	
Module No. 5: Trends in Rural Marketing	10

Digitizing rural India, online marketing reach in the rural market, recent trends in packing, labelling, grading, transporting, order processing, payment methods, storage and warehousing. Corporate Farming -Meaning Only.

Include live cases (ITC E-Choupal, TARAhatt, EID Parry's Indiagriline)

Skill Developments Activities:

- a) Prepare a Product life cycle for a Rural product
- b) Select a Rural Product and conduct a Consumer Satisfaction Survey
- c) Prepare an advertisement copy for a rural product
- d) Visit an APMC Yard/Mandi's and prepare a report on any one Agri product pricing.

Text Books:

1. Debarun Chakrabaorty and Soumya Kanti Dhara, et al. (2021), Rural Marketing in India: Texts and Cases, 1st Edition Atlantic Publishers and Distributors Pvt Ltd
2. Acharya SS and Agarwal NL (2019), Agricultural Marketing in India, 6th Edition, Oxford & IBH Publishing Co Pvt Ltd.
3. Dinesh Kumar and Punam Gupta (2019), Rural Marketing), 1st Edition, SAGE Publications India Pvt Ltd.
4. C. G. Krishnamacharyulu (2010), Rural Marketing: Text and Cases, 2nd Edition, Pearson India Education Services Pvt Ltd.
5. T.P.Gopalaswamy (2009) Rural Marketing-Environment, Problems and Strategies,3rd Edition, Vikas Publishing House.

Note: Latest edition of text books may be used.

BBAL 3.6&3.7 – Sports/Physical Education- Yoga (SEC-VB)			
Course Credits	02	Total Contact Hours	30
Internal Assessment Marks : 25+25		Semester End Examination Marks : Nil	

Common Syllabus for all UG Programmes

BBA FOURTH SEMESTER

Name of the Program: Bachelor of Business Administration (BBA) in Logistics Course Code: BBAL 4.1 Name of the Course: Introduction to Shipping		
Course Credits	No. of Hours per Week	Total No. of Teaching Hours
4 Credits	4 Hrs	56 Hrs
Pedagogy: Classrooms lecture, tutorials, Group discussion, Seminar, Case studies.		
Course Outcomes: On successful completion Student will demonstrate <ol style="list-style-type: none"> 1. An Understanding of general concepts shipping 2. Ability to develop practical relevance of ship registration. 3. Ability to demonstrate the documentation aspects in shipping. 4. Ability to develop skills for shipping business. 5. Ability to accept the challenges and opportunities in logistics management. 		
Syllabus:		Hours
Module No. 1: SEA TRANSPORTATION		12
The Importance for Sea Transport –Different Shipping markets – Participation of Shipping Trade- The Supply of Ships: Supply of Shipping –Why operate Ships –Protectionism –Ship Registration –Port State Control –Ship Classification-Brief history of Shipping.		
Module No. 2: SHIP REGISTRATION		10
Ship registration Tonnage & Load lines –Description of various tonnage and types of Ships, cargo gears, Crude oil and Croduct tankers. The Dry Cargo Chartering market: Introduction –Chartering – various charter parties and description of charter parties.		
Module No. 3: LINERS AND DOCUMENTATION		10
Liners: Introduction –The Development of Tankers & the Tanker Market –Types of tankers –Tanker Charter Parties -Negotiating Charter, Brief History of Containerisation –Conferences & Freight Tariffs –Liner Documentation: Bill of Lading Terms & Conditions.		
Module No. 4: SHIPPING BUSINESS		12
The Practitioners in Shipping Business –The Institute of Chartered Ship Brokers –Ship Sale and Purchase –Ship Management, Maritime Geography –Introduction –Ocean & Seas –Ports –Geography of trade.		
Module No. 5: SHIPPING LAWS		12
Introduction –Fundamentals of English Law –Arbitration –The Contract –Remedies for breach of Contract –TORT-Contracts Relating to the carriage of goods by sea –Liner Bill of Lading –the Hague visby Rules –Hamburg rules –Agency-Breach of Warranty of Authority –Protection & Indemnity Associations		
Skill Developments Activities: <ol style="list-style-type: none"> 1. Collect the photograph of different ships. 2. Collect ship registration documents. 3. Prepare a ship voyage plan. 4. List out the procedure for dealing with Port Agents and Chartering Brokers. 		

5. Visit any nearby shipping agency and prepare a report.

Text Books:

1. Introduction to Shipping, Institute of Chartered Shipbrokers, Witherby Seamanship International Ltd, Revised edition.
2. Jacob Kamm, Sean Connaughton, Gustaf Erikson, Robert Moran, Sir George Renwick,- Shipping Biography Introduction: 1st Baronet, Llc Book.
3. Introduction to Shipping (2016), Cheong Kwee Thiam (Author), 2nd Edition, Lexis Nexis Emerging Issues Analysis CLE
4. John. W. Dicke. 2014, Reeds 21st Century Ship Management. Bloomsbury Publishing, U.K.
5. Luny.H.V., Lai K.-H., Cheng T.C.E. Cheng. Shipping and Logistics Management.” Springer, U.K.
6. Proshanto K.Mukherjee, Mark Brownrigg , Farthing on International Shipping.4th edition, Springer.

Note: Latest edition of text books may be used.

Name of the Program: Bachelor of Business Administration (BBA) in Logistics Course Code: BBAL 4.2 Name of the Course: Logistics Information System		
Course Credits	No. of Hours per Week	Total No. of Teaching Hours
4 Credits	4 Hrs	56 Hrs
Pedagogy: Classrooms lecture, tutorials, Group discussion, Seminar, Case studies.		
Course Outcomes: On successful completion Student will demonstrate		
<ol style="list-style-type: none"> 1. An Understanding of general concepts of logistics information 2. Ability to develop practical relevance of distribution channels. 3. Ability to demonstrate global trends in logistics information. 4. Ability to develop skills for information systems application. 5. Ability to accept the challenges and opportunities in logistics management. 		
Syllabus:		Hours
Module No. 1: LOGISTICS INFORMATION		12
Logistics Information- concept, Meaning & Need Forms: Logistics Information System -Definition-Information functionality - Activities involved in transaction system-Principles of designing or evaluating LIS applications.		
Module No. 2: LIS Architecture		10
LIS Architecture: Components: Two forms of activities; Planning & co-ordination flows & operating flows - Flow and use of integrated logistics information.		
Module No. 3: INFORMATION FORECASTING		10
Information forecasting: Definition-Process- components-characteristics. Information Approaches, forecasting techniques-Forecasting errors.		
Module No. 4: INFORMATION TECHNOLOGY		12
Information Technology & Logistics: Electronic Data Interchange-Personal Computers-Artificial Intelligence-Expert System- Bar coding & scanning. Electronic Data Interchange standards of Communication, Information, Future directions.		
Module No. 5: IT AND SCM		12
Information Technology for supply chain management: Bull whip effect-IT in supply chain-Business Process Reengineering-ERP and EDI problem; Impact of Internet on SCM.		
Skill Developments Activities:		
<ol style="list-style-type: none"> 1. Identify the methods and technologies in logistics 2. List out data processing technologies, soft and hardware. 3. Conduct laboratory studies in the field of logistics information technologies and systems 4. Ask to write a report on Major LIS and subsystems, architecture and functioning principles. 5. Visit any warehouse and write down the application of information system. 		
Text Books:		
1. Logistics Information Systems. Edited by Egils Ginters. Riga, 2002. Part 1, 380p. Part 2, 302p.		

2. Sadek, Adel W., Chowdhury, Mashrur A. Fundamentals of Intelligent Transportation Systems Planning. Artech House.
3. Tilanus, B. Information Systems in Logistics and Transportation. Pergamon.
4. David J. Bloomberg, Stephen LeMay: Logistics, Prentice-Hall of India Pvt Ltd., Joe B. Hanna New Delhi.
5. Krishnaveni Muthiah: Logistics Management & World Sea borne Trade, Himalaya Publishing House, Mumbai.

Note: Latest edition of text books may be used.

Name of the Program: Bachelor of Business Administration (BBA) in Logistics Course Code: BBAL 4.3 Name of the Course: Fundamentals of Operations Research		
Course Credits	No. of Hours per Week	Total No. of Teaching Hours
4 Credits	4 Hrs	56 Hrs
Pedagogy: Classrooms lecture, tutorials, Group discussion, Seminar, Case studies.		
Course Outcomes: On successful completion Student will demonstrate <ol style="list-style-type: none"> 1. An Understanding of fundamental concepts of operation research. 2. Ability to develop practical relevance of operation research. 3. Ability to demonstrate various business networking problems. 4. Ability to develop skills to achieve the optimizing of cost. 5. Ability to accept the challenges and opportunities in logistics management. 		
Syllabus:		Hours
Module No. 1: INTRODUCTION TO OPERATION RESEARCH		12
Concept of OR, Historical Background, Scope , Features, Phases, Types of Operations Research Models, Operations Research Methodology - Operations Research Techniques and Tools- Limitations of Operations Research - Application of Linear Programming Problem – formulation: solution by graphical and simplex method in solving business Practical problems		
Module No. 2: TRANSPORTATION MODEL		10
Transportation concept and model: Initial Basic Feasible solutions – optimum solution for non – degeneracy and degeneracy model –Assignment Model – Travelling Salesmen problem.		
Module No. 3: INDEX NUMBERS		10
Index numbers: concepts, Simple and Weighted Index numbers –Economic and business index numbers published in India.		
Module No. 4: QUEUING THEORY		12
Introduction to Queuing Theory, Operating Characteristics of a Queuing System, Constituents of a Queuing System, Service Facility, Queue Discipline – Practical problems		
Module No. 5: PROJECT MANAGEMENT		12
Project Scheduling and PERT-CPM: Introduction, Difference between PERT and CPM, PERT/CPM Network Components and Precedence Relationship, Project Management – PERT- Practical problems in Networking Methods.		
Skill Developments Activities: <ol style="list-style-type: none"> 1. Analyse the contributors of operation research to effective management system. 2. Draft the relationship Between Manager and OR Specialist 3. Identify the feedback control system of an organization. 4. List out the tools and techniques of operation research. 5. Visit any organisation and write a report on applications of Operations Research. 		
Text Books:		

1. F. S. Hiller and G. J. Lieberman - Introduction to Operation Research, McGraw Hill Education
2. L.R. Potti – Operation Research, Yamuna Publications, Trivandrum.

Note: Latest edition of text books may be used.

BBAL 4.4 – Constitution of India(AECC)			
Course Credits	02	Total Contact Hours	30
Internal Assessment Marks : 20		Semester End Examination Marks : 30	

Common Syllabus for all UG Programmes

Name of the Program: Bachelor of Business Administration (BBA) in Logistics

Course Code: BBAL 4.5

Name of the Course: Business Leadership Skills (OEC)

Course Credits	No. of Hours per Week	Total No. of Teaching Hours
3 Credits	3 Hrs.	42 Hrs.

Pedagogy: Classrooms lecture, Tutorials, and Problem Solving.

Course Outcomes: On successful completion of the course, the Students will able:

1. To understand the significance of leadership skills for effective people management.
2. To increase the comprehension of leadership through various leadership theories.
3. To analyse different leadership styles, types, patterns and functions.
4. To demonstrate an understanding of various leadership approaches for effective management of people.
5. To demonstrate an awareness of ethical leadership.

Syllabus:	Hours
Module No. 1: INTRODUCTION TO BUSINESS LEADERSHIP	6
Introduction to business leadership, meaning/definition of leadership, evolution and growth of leadership; functions and characteristics of leadership; latest trends/current scenario of business leadership.	
Module No. 2: LEADERSHIP FROM MANAGERIAL PERSPECTIVE	10
Nature of leadership, Significance or importance of leadership, Qualities of an effective leader, leader v/s manager; authority v/s leadership; formal v/s informal leadership; different roles of leadership; different levels of leadership; traits of an ethical leader.	
Module No. 3: LEADERSHIP -THEORETICAL PERSPECTIVES	8
Great man theory, Trait theory, Situational leadership theory, transactional leadership, transformational leadership theory, Blake and Mouton's Managerial Grid.	
Module No. 4: LEADERSHIP STYLES	10
Leadership styles: a) Autocratic leadership, b) Bureaucratic leadership, c) Democratic leadership, and d) Laissez faire leadership e) Transformational Leadership, f) Charismatic Leadership.	
Module No. 5: LEADERSHIP SKILLS	8
Communications Skills, Decision Making Skills, Emotional Management Skills, Public Relation Skills, Personal Values and Ethics, Conflict Resolution Skills.	

Skill Developments Activities:

- Collect information about the real time corporate leaders with different leadership styles & discuss their leadership styles and traits in the class room.

- “What if?”

This practical activity identifies how members of a team solve their problems differently?

Present the students with a workplace problem, and have each student participant write down what they would do to solve it. Then, have each participant read their response aloud. This can help the teacher to identify the types of leadership styles that are present among the student participants and thereby highlight and discuss them in the class.

- Student can make a presentation on any famous corporate/political personality covering their leadership style, their approach to people management, their effectiveness in managing conflicts and how did they manage the crisis situations and so on.

- Analyze two cases related to leadership styles/strategies.

Text Books:

1. Northouse, P. (2007). Leadership: Theory and Practice. Sage Publications.
2. Stephen, R. P. (1988). Organizational Behaviour - Concepts, controversies and Applications. New Delhi: Printice Hall of India Ltd.
3. Subba Rao. (2018). Organizational Behaviour (18th ed.). Himalaya Publishing House.
4. Subba Rao. (2022). Personnel and Human Resource Management (5th ed.). Bangalore: Himalay Publishing House.
5. Daloz Parks, S., Leadership can be taught: A Bold Approach for a Complex World, Boston: Harvard Business School Press.
6. Drucker Foundation (Ed.), Leading Beyond the Walls, San Francisco: Jossey Bass.
7. Al Gini and Ronald M. Green, Virtues of Outstanding Leaders: Leadership and Character, John Wiley & Sons Inc.
8. S Balasubramanian, The Art of Business Leadership – Indian Experiences, Sage Publications

Note: Latest edition of text books may be used.

BBAL 4.6&4.7 – Physical Education/Sports, NCC/NSS/R&R/Cultural (SEC-VB)			
Course Credits	02	Total Contact Hours	30
Internal Assessment Marks : 25+25		Semester End Examination Marks : Nil	

Common Syllabus for all UG Programmes