## Scheme of Examinations

<table>
<thead>
<tr>
<th>Part</th>
<th>Study Components / Course Title</th>
<th>Inst. Hours/ Week</th>
<th>Examination</th>
<th>Credit</th>
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<tr>
<td></td>
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<td>Duration</td>
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<td>II</td>
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<td>III</td>
<td>CORE I – MANAGERIAL ECONOMICS &amp; DECISION MAKING – I</td>
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<td>CORE II – INTRODUCTION TO LOGISTICS MANAGEMENT</td>
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<td>III</td>
<td>ALLIED PAPER I – COMPUTER APPLICATIONS IN BUSINESS</td>
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<td>CORE III – MANAGERIAL ECONOMICS &amp; DECISION MAKING – II</td>
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<td>CORE IV – PRINCIPLES OF LOGISTICS INFORMATION</td>
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<td>Tamil@ / Advanced Tamil# (OR) Non-major elective - I (Yoga for Human Excellence) / Women’s Rights</td>
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### Course Structure

#### Semester IV

<table>
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<th>Course Title</th>
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<tr>
<td>Core VII – MONETARY ECONOMICS</td>
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<tr>
<td>Core VIII – INTRODUCTION TO PL/SQL</td>
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#### Semester V

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<tr>
<td>Core IX – FISCAL ECONOMICS</td>
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<td>Core X – INVENTORY MANAGEMENT</td>
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<td>Core XI – FOREIGN TRADE PROCEDURES AND DOCUMENTATION</td>
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<td>Core XII – GLOBAL HUMAN RESOURCE MANAGEMENT</td>
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<tr>
<td>Core XIII – INDIAN ECONOMIC ISSUES</td>
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<td>Core XIV - TRANSPORTATION, WAREHOUSING AND FREIGHT MANAGEMENT</td>
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<td>Core XV – GLOBAL LOGISTICS</td>
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<td>Elective –III</td>
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<td>Extension Activities @</td>
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**Total**: 3700

$ Includes 25/40% continuous internal assessment marks for theory and practical papers respectively.

@ No University Examinations. Only Continuous Internal Assessment (CIA)

# No Continuous Internal Assessment (CIA). Only University Examinations.

### List of Elective papers (Colleges can choose any one of the paper as electives)

<table>
<thead>
<tr>
<th>Elective – I</th>
<th>A</th>
<th>E-commerce</th>
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<tbody>
<tr>
<td>B</td>
<td>Investment Policies and Programme – I</td>
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<td>C</td>
<td>Auditing</td>
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<tr>
<th>Elective – II</th>
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<th>Banking Practices</th>
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<tr>
<td>B</td>
<td>Introduction to Insurance</td>
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<td>C</td>
<td>Capital Market Intermediaries</td>
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<tr>
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<th>Global Marketing</th>
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<tr>
<td>B</td>
<td>Investment Policies and Programme – II</td>
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<tr>
<td>C</td>
<td>Agricultural and Rural Development</td>
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</table>
B.A. Economics with Logistics and Freight Management
Semester I

Part III – Core Paper I – Managerial Economics and Decision Making I

Total Hours: 90

Preamble:
The Paper aims to
• Equip the students with the fundamental tools of economic analysis
• To acquire skills in applying the tools of economic analysis in forecasting demand and deciding production.

Unit I

(18 Hours)

Unit II

(18 Hours)

Unit III
Demand Analysis And Forecasting: Law Of Demand – Elasticity Of Demand – Types, Measurement, Applications – Demand Function – Demand Forecasting – Types, Objectives And Purpose Of Forecasting – Methods Of Forecasting.

(18 Hours)

Unit IV

(18 Hours)

Unit V

(18 Hours)

Books for Reference:
R. Cauvery and others : Managerial Economics, S.Chand and Company, New Delhi, 2002.
B.A. Economics with Logistics and Freight Management
Semester I

Part III – Core Paper II – Introduction to Logistics Management

Total Hours: 90

Preamble:

The aim of the paper is to
- Know how a logistic strategy fits into an organisation’s broader decisions.
- Understand the role of logistic providers.
- Realize the meaning of customer service and understand its importance to logistics management.

Unit I
Logistics- Definition - History and Evolution- Objectives-Elements-Activities-importance-The work of logistics-Logistics interface with marketing-retails logistics- Emerging concept in logistics. (18 Hours)

Unit II

Unit III
Outsourcing logistics-reasons-Third party logistics provider-Fourth party Logistics providers (4 pl)-Stages-Role of logistics providers (18 Hours)

Unit IV
Logistics Strategy-Strategic role of logistics-Definition-role of logistics managers in strategic decisions-Strategy options, lean strategy, Agile Strategies & Other strategies- Designing & implementing logistical strategy (18 Hours)

Unit V
Quality customer service & integrated logistics-customer service-importance-elements-the order cycle system-distribution channels-Functions performed-Types-designing. (18 Hours)
Books for Reference:


Satish C. Ailawadi & Rakesh Singh: Logistics Management, Prentice-Hall of India Pvt Ltd., New Delhi, 2005

Donald Waters: Logistics, Palgrave Macmillan, New York, 2004

Krishnaveni Muthiah: Logistics Management & World Seaborne Trade, Himalaya Publishing House, Mumbai, 1999

B.A. Economics with Logistics and Freight Management
Semester I
Part III - Allied Paper I – Computer Applications in Business
Total Hours: 90

Preamble:

The Papers covers the essential skills for using all the programs separately and as a team

• It equips the students to develop their own application using Graphical user Interface.

• Knowledge of Microsoft Access as Database Management System to organizing Staggering information about personal and business life.

• To learn Power point presentation graphics program.

Unit I:

Unit II:
MS Word: Word Basics – Starting word creating documents, parts of a word window, formatting features, menus, commands, toolbars and their icons – Mail Merge – Macros – Word Exercises. (18 Hours)

Unit III:
Unit IV:
MS Power Point: Power Point Basics – Introduction – Toolbars their Icons and commands – Navigating in Power Point – working with PowerPoint (Animation effects, Hyperlink)
(20 Hours)

Unit V:
(16 Hours)

Books for Reference:

Practical I - Computer Applications in Business

• Prepare a class timetable using MS Word
• Prepare an application with Bio Data using MS Word (like application for the post of Lecturer in college)
• Prepare a chart for student name versus subject marks using MS Word
• Prepare an information letter about the college reopening date to the student using Mail Merge
• Prepare an information letter to various students about the publication of results using Mail Merge
• Design an advertisement copy in MS Word
• Prepare Students mark sheet using Excel
• Prepare Payroll for employee using Excel
• Draw a chart using Excel with the details : student name and marks of 3 subjects
• Design a sports day invitation and prepare slides describing various events in Power point
• Display various departments and courses offered in our college using Power point
• Prepare the teaching slides using Power Point
• Create a database for employee details and generate a report for pay slip using MS Access
• Create a database maintaining stock in a shop with fields : Serial number (Primary Key ), Name of product, Product code, Quantity and Price
• Create a database for customer information and generates a report with the customer name in ascending order.
B.A. Economics with Logistics and Freight Management
Semester II
Part III – Core Paper III – Managerial Economics and Decision Making II
Total Hours: 75

Preamble:
The Paper aims to
- Equip the students with the knowledge of pricing under different market conditions
- Develop the skills in managing capital and profit
- Impart skills in risk management

Unit I
(15 Hours)

Unit II
(15 Hours)

Unit III
(15 Hours)

Unit IV
Capital Management: Capital Budgeting – Cost Of Capital – Project Profitability.
(15 Hours)

Unit V
(15 Hours)
B.A. Economics with Logistics and Freight Management
Semester II

Part III – Core Paper IV – Principles of Logistics Information

Total Hours: 75

Preamble:
The paper aims to teach
➢ the forms of logistics information
➢ Information functionality
➢ Information forecasting
➢ Application of information technology in logistics

Unit I
Logistics Information-Meaning & Need Forms-LIS-Definition-Information functionality - activities involved in transaction system-Principles of designing or evaluating LIS applications. (15 Hours)

Unit II
LIS Architecture-components-Two forms of activities; Planning & co-ordination flows & operating flows - Flow and use of integrated logistics information. (15 Hours)

Unit III
Information forecasting: Definition-Process- component-characteristic of forecast compound-approaches-forecast techniques-Forecast error. (15 Hours)

Unit IV

Unit V
Information Technology for supply chain management - Bull whip effect-IT in supply chain-Business Process Reengineering-enterprise resource planning-EDI-Problems with EDI-Impact of Internet on SCM. (15 Hours)
Books for Reference:
Satish C. Ailawadi & Rakesh Singh : Logistics Management, Prentice-Hall of India Pvt Ltd., New Delhi, 2005
Krishnaveni Muthiah : Logistics Management & World Sea borne Trade, Himalaya Publishing House, Mumbai, 1999

B.A Economics with Logistics and Freight Management
Semester II
PART III – Allied Paper II - Computerized Accounting - Tally

Total Hours: 90

Preamble:
The objectives of the Paper are
❖ To familiarize the students with accounting skills using tally software

Unit I

Unit II
Tally Fundamentals: Introduction to Tally – Features of Tally – Getting functional with Tally – Creation/ Setting up of a company in Tally- F11 Features – F12 Configure – Value added tax in Tally

Unit III

Inventory in Tally: Stock Groups – Stock Items – Units of Measure – Inventory Vouchers - Recording Simple Inventory Transactions

Unit IV

Purchase and Sales: Cash and Credit Purchases – Cash and Credit Sales – Purchases Returns – Sales Returns – Bill of exchange – Bills Receivable and Bills Payable – Revenue Recognition Principles – Price Levels

Display and Reports: Introduction – Accounting and Inventory Reports in Tally

Unit V


Inventory Reports: Stock Summary – Inventory Books

Printing Reports: Types of Print Configuration Options – Print Format

References:

Namrata Agarwal & Sanjay Kumar: Financial Accounting on Computers using Tally
Dreamtech Press, New Delhi, 2002

N. Satyapal: Using Tally
Khanna Publications, New Delhi, 2000

Implementary Tally: BPB Publication, 2001

B.A. Economics with Logistics and Freight Management
Semester III
PART III – Core Paper V – Macro Economics

Total Hours: 75

Preamble:
The course is designed to

- Make the students aware of the basic, theoretical framework underlying the field of macro economics.
- Expose the students to macro economic aspects in Keynesian and Post-Keynesian economics.

Unit I

Definition, nature and scope of Marco Economics – Circular flow of income
Closed Economy Model – Open Economy Model – Importance of circular flow of

(15 Hours)

**Unit II**


(15 Hours)

**Unit III**


(15 Hours)

**Unit IV**


(15 Hours)

**Unit V**


(15 Hours)

**Books for Reference**

Dr. R. Cauvery and Others : Macro Economics, S. Chand & Company Ltd.,
New Delhi, 2004.


Dr. S. Sankaran : Macro Economics, Margham Publications,
B.A. Economics with Logistics and Freight Management
Semester III

Part III – Core Paper VI – Supply Chain Management
Total Hours: 60

Preamble:
The paper aims to educate students on
- Stages of supply chain management
- New opportunities in SCM

Unit I
(12 Hours)

Unit II
(12 Hours)

Unit III
(12 Hours)

Unit IV
Outsourcing in SCM-Meaning need-outsourcing risks-outsourcing process-outsourcing in SCM-New opportunities in SCM outsourcing-Myths of SCM outsourcing.
(11 Hours)

Unit V
(13 Hours)

Books for Reference:
B.A. Economics with Logistics and Freight Management

Semester III

PART III – Allied Paper III – Statistics

Total Hours: 90

Preamble

This course aims at

• Analyzing and interpreting data
• Applying the statistical tools for solving economic problems

Unit I

Definition – importance – functions and limitations of statistics – Primary and Secondary data, census and sampling methods – **Collection of data** – Frequency distribution – Classification and Tabulation of data – Diagrammatic and Graphical representation – Ogive and Lorenz Curves

(20 Hours)

Unit II


(16 Hours)

Unit III


(17 Hours)

Unit IV


(18 Hours)
Unit V

Index numbers – Laspeyre’s, Paasche’s, Fisher’s Ideal Index Numbers – Cost of Living numbers – Time Series Analysis – Components and measurements of Time Series limited to moving average and least square methods. (19 Hours)

Note: Theory carries 40 marks and problems carry 60 marks

Books for Reference:

B.A. Economics with Logistics and Freight Management
SEMESTER IV
PART III – Core Paper VII – Monetary Economics
Total Hours: 60

Preamble
The Paper aims at
• Understanding the role of money, theories of Money and how money is Managed in Modern economy
• Analyzing the monetary forces, their developmental role and limitations in shaping and influencing the monetary policies

Unit I
Nature and importance of Money – Significance of money – Definition of Money – Functions of Money, Value of Money – Measurement of changes in value of money. (10 Hours)

Unit II
The supply and demand for money. The Supply of Money- Measures of Money Supply (Different approaches – Traditional, monetarist, Gurley- Shaw, Radcliff approach – in brief)
Velocity of circulation of money: Demand for money – classical view – modern view. (14 Hours)

Unit III
Theories of Money – Fisher’s quantity theory of money – Cambridge version of quantity theory – Keynes theory of money and prices – Reformulation – Friedman’s Restatement of quantity theory of money. (14 Hours)
Unit IV

(10 Hours)

Unit V
Commercial banks in Economic Development – credit Creation by Commercial banks – Functions of central banks- Methods of Credit Control.
Money and capital market (a brief idea only) - Monetary policy – its objectives. Financial Intermediaries– their role in India’s Economic Development.

(12 Hours)

Books for Reference:
Dr. S. Sankaran : Monetary Economics, Margham Publications, Chennai, 2005
M.L. Jhingan : Monetary Economics, Konark Publishers Pvt. Ltd., Delhi, 1997
T.T. Sethi : Monetary Economics, S. Chand & co. Ltd., Delhi, 1996

B. A. Economics with Logistics and Freight Management
Semester IV
Part III – Core Paper VIII – Introduction to PL/SQL

Total Hours: 45

Preamble:
The aim of the paper is
✓ To make the students design and maintain databases.
✓ To store and retrieve information contained in the database.

Unit I

(9 hours)

Unit II
More on SQL – Computations on Table Data – Oracle Functions – Data constraints – Grouping Data from Tables in SQL – Manipulating Dates in SQL – Subqueries – Joins – Using the Union, Intersect and Minus Clause.

(10 hours)
Unit III

(8 hours)

Unit IV
Oracle Transactions – Processing a PL/SQL Block – Cursors.

(9 hours)

Unit V

(9 hours)

Books for Reference:

B.A. Economics with Logistics and Freight Management
Semester IV
Part III – Allied Paper IV – Business Mathematics
Total Hours: 90

Preamble:
The paper helps the students
✓ To gain elementary mathematical knowledge
✓ To know the application of mathematical techniques in Economic theories.

Unit I : Mathematical Economics and Algebra

(16 hours)

Unit II : Number system and equation
Number system – Prime numbers – Integers – Rational numbers – Operations with fractions - Real number system – Properties of real number system Equation – Linear and Quadratic – Solutions to linear and quadratic equations.

(18 hours)

Unit III : Matrix Algebra
Unit IV : Differentiation


(18 hours)

Unit V : Mathematics of finance


(19 hours)

Note: Theory carries 40 marks and problem carries 60 marks.

Books for Reference:
Srinath Baruah : Basic Mathematics, Applications in Economics, Macmillan India Ltd, Chennai, 2001

B.A. Economics with Logistics and Freight Management
Semester V
Part III – Core Paper IX – Fiscal Economics
Total Hours: 90

Preamble:
The aim of the Paper is
➢ to enable the students to understand the fundamentals of Public Finance
➢ to impart a thorough understanding of the role and functions of the Government in a modern economy and
➢ to study the impact of financial operations on economic activities
Unit I

(15 Hours)

Unit II

(20 Hours)

Unit III

(20 Hours)

Unit IV

(20 Hours)

Unit V

(15 Hours)

Books for Reference:
Dr.R.Cauvery & others : Public Finance (Fiscal Policy) S.Chand & Ltd., Delhi 2005
B.A. Economics with Logistics and Freight Management
Semester V

Part III – Core Paper X – Inventory Management

Total Hours: 75

Preamble:
The aim of this paper is to
- Understand the importance of holding inventory by the organizations.
- Describe ABC inventory systems.
- Calculate an Economic Order Quantity (EOQ) and safety stock.

Unit I
Inventory – Definition – Types – Characteristics - Cost of Carrying inventory - Conceptual framework of inventory - Inventory categorization - Service level.
(15 Hours)

Unit II
Inventory Management-Meaning-need-Classification ABC Analysis and CAV analysis-Inventory Management Policy-factors to be considered to formulate it-definition-Inventory control procedures-Inventory Planning methods-Constraints to the effectiveness of Inventory Planning-Conceptual design of a Combined DRP/MRP System-features-benefits & limitations of DRP.
(18 Hours)

Unit III
(15 Hours)

Unit IV
Inventory Management models-Push and Pull models-EOQ model-Safety stock – Inventory cost-Types: carrying and ordering - financial impact of inventory-Total cost presentation.
(13 Hours)

Unit V
Supply chain Inventory Management-Reasons for carrying inventory-Supply chain wastes and their effects on inventory investment-Measures to eliminate supply chain waste-Approaches for controlling inventory investment. Supply chain inventory planning and controlling.
(14 Hours)

Books for Reference:
B.A. Economics with Logistics and Freight Management
Semester V
Part III – Core Paper XI – Foreign Trade Procedures and Documentation

Total Hours: 75

Preamble
The objectives of this paper are
- To expose the students to export and import trade and
- To familiarize the students with procedures of export-import trade

Unit I
Foreign Trade – need – its role in economic development – Growth and structure of India’s Foreign Trade policy- Main Features, Phases of it - Export-Import policy 2004-2009-Objectives-Key strategies-Highlights. (14 Hours)

Unit II
Export Procedures-Registration stage-Pre-shipment stage-Quality control and pre-shipment inspection-Sales Tax exemption- Realisation of Export proceeds - Realisation of incentives. (14 Hours)

Unit III

Unit IV
Import procedure-Liberalisation of Imports-categories of Importers-Special scheme for Importers-Classification of Goods for Import policy and assessment of duty-Legal Dimensions of Import procedures-customs clearance – Bill of Entry-Forward Contract (14 Hours)
Unit V - Practice Workshop

1. Master Document
2. Documents related to import of Goods
   a) Invoice
   b) Packing List
   c) Certificate of Origin
   d) Mate Receipt
   e) Bill of Lading
   f) Shipping Bill/ Airway Bill
   g) Export of Goods under claim for Duty drawback

3. Documents Related to payment
   h) Letter of Credit
   i) Bill of Exchange
   j) Bank Certificate of Payments
4. Documents Related to Foreign Exchange
   k) Exchange control Declaration (GR Form)
5. Documents Related to Insurance
   l) Marine Insurance Certificate
   m) Marine Insurance Declaration
   n) Shipment Advice
   o) Shipping Order
   p) Format of Registration-Membership Certificate
   q) Income Tax Return

(15 Hours)

Books for Reference:

Acharya and Jain - Export-Import Procedures and Documentation
Himalaya Publishing House, Mumbai, 2006

Dutt and Sundaram - Indian Economy
S.Chand & Co. Ltd. New Delhi, 2005

Paras Ram - Export-What, Where, How
Anupam Publishers
Preamble

This paper provides the students with

- Practical information on various aspects of HRM like performance appraisal, training and development, compensation and international labour relations issues.
- Knowledge of cross cultural issues in HRM

Unit I

HR and global business challenge difference between domestic and international Human Resources-Various approaches of international HRM- The role of cultural understanding-Culture and HR functions in a global subsidiary.

(11 Hours)

Unit II

International HR planning; Recruitment and selection- Staffing policies, approaches, selection criteria- Relocation. Performance management of international employees-Factors associated with individual performance and appraisal in a global context.

(13 Hours)

Unit III


(13 Hours)

Unit IV

International labour relations-key issues, various agreements. International labour standards safety and fair treatment, repatriation; process, problems and solutions

(12 Hours)

Unit V

Human Resource practices and programs adopted in USA, Japan, China and Asian Countries.

(11 Hours)
B.A Economics with Logistics and Freight Management  
Semester VI  
Part III Core Paper XIII Indian Economic Issues  
Total Hours: 90

Preamble:
The Paper enables the students

- To have an essential understanding of various issues of the Indian Economy and
- To have the ability to comprehend & critically appraise the current Indian Economic Problems

Unit I

(16 Hours)

Unit II
Place of Agriculture in Indian Economy – causes for low productivity – credit needs of the Indian farmers – sources of rural credit – present system of Indian agricultural marketing – measures to improve agricultural marketing in brief – New agricultural strategy Green Revolution – Problems created by Green Revolution –
Agricultural price policy – Indian agriculture and WTO – Recent initiatives in Indian agriculture.  

(18 Hours)

Unit III


(19 Hours)

Unit IV


(18 Hours)

Unit V


(19 Hours)

Books for Reference:

Ruddar Dutt and K.P.M Sundaram : Indian Economy, S.Chand & Company Ltd., New Delhi, 2004


Ishwar D.Dhingra : Indian Economy, S.Chand & Co., Delhi 1997

Dr.S.Sankaran : Indian Economy, Margham Publications, Chennai, 2004
B.A. Economics with Logistics and Freight Management
Semester VI
Part III – Core Paper XIV– Transportation Warehousing and Freight Management

Total Hours: 75

Preamble:

The paper aims to
➤ Know the importance of transport in logistics.
➤ Compare the different modes of transport.
➤ Understand the purpose, main activities and design of warehouses.
➤ Study the freight structure and practice in logistics.

Unit I
Transportation-Definition-Objectives-Principles-role of transportation in logistics-
transport functionality & Principles-participants in Transportation Decisions.

(12 Hours)

Unit II
Mode of Transport-Rail, Road, Water, Air, Pipeline-their characteristics and their
cost structure-The carrier selection decision-determinants of carrier selection-legal
classification of carriers-Role of couriers as carriers.

(13 Hours)

Unit III
Intermodal transport-Definition-rationale-types-limitations-containerisation- piggyback
ownership of transport-own account transport and third party transport-choice of ownership
factors to be considered. Transportation costs - fixed, variable, joint and common costs-product
related & Market related factors influencing transport cost.

(15 Hours)

Unit IV
Warehousing-Definition-nature and importance-role of warehousing in logistic
system-types-basic components-functions-warehousing layout and design-warehousing
decisions & operations-warehouse productivity.

Packaging-importance-advantages-objectives and principles-types of packaging-
materials used-Bar coding.

(17 Hours)

Unit V
Freight structure and Practice: Freight rates-principles-contracts of freightments-Sea
freight-meaning- Sea freight Rates-types. Conference liner Tariffs-basic principles to
determine liner freight rates-Liner Freight rebate system-operations-factors to be
considered-determinants of freight rates-Freight rate indices-Tramp Freights-Tramp Trade-Tramp Market and Freight Rates-Time for Payment-Types of Freight-Ship owners ‘ Lien for freight. \( \text{ (18 Hours) } \)

Books for Reference:
Satish C. Ailawadi & Rakesh Singh : Logistics Management, Prentice-Hall of India Pvt Ltd., New Delhi, 2005
Krishnaveni Muthiah : Logistics Management & World Sea borne Trade, Himalaya Publishing House, Mumbai, 1999

B.A. Economics with Logistics and Freight Management
Semester VI

Part III – Core Paper XV – Global Logistics
Total Hours: 75

Preamble:
The paper aims to
- Know the importance and need of global logistics.
- Identify the strategic options in integrated logistics.
- Discuss the correct use of INCO TERMS.
- Know the different types if intermediaries used in global logistics.
- Understand the need for regional co-operation for global logistics and ISO 9000 series of quality standards.

Unit I
Global Logistics-Meaning-need-forces driving globalisation-Problems of global logistics-Distinction between national logistics and International logistics-Methods of entry in Global logistics. \( \text{ (15 Hours) } \)

Unit II
Global Integrated Logistics-Strategic Options in integrated logistics-the correct use of INCOTERMS-types of carriers used in global logistics-types of intermediaries used in global logistics-part selection-warehousing-packaging-Inventory Management
Unit III
Perspectives of global logistics- importing and exporting, the stateless Enterprise-Global operating levels-Interlinked global economy. (10 Hours)

Unit IV
Regional co-operation for global Business-meaning-advantages-Asian Economic Co-operation-the ESCAP-Gulf Co-operation council (GCC)-North American Free Trade Association (NAFTA)-Association of South East Asian Nations (ASEAN)-SAARC-UNIDO-International Trade Centre. (20 Hours)

Unit V

Books for Reference:

Satish C. Ailawadi & Rakesh Singh : Logistics Management, Prentice-Hall of India Pvt Ltd., New Delhi, 2005
Krishnaveni Muthiah : Logistics Management & World Sea borne Trade, Himalaya Publishing House, Mumbai, 1999
Ashok Sharma :
III – SEMESTER – PART – IV SKILLS BASED SUBJECT - 1
DIPLOMA - TRADE ECONOMY AND COMPUTER SYSTEM
FINANCIAL ACCOUNTING

SUBJECT DESCRIPTION:

The Course deals with the essential concepts of accounting procedures.

OBJECTIVES:

1. To make the students to understand the basic concepts of accounting procedures.
2. To encourage the students to learn modern techniques in the accounting field.

UNIT I
Accounting - Definition, objects, functions and importance, classification of accounts - Double Entry System concept; Journal, ledger and Trial Balance.

UNIT II

UNIT III
Preparation of Final Accounts of sole traders - trading and Profit & Loss A/c. and Balance Sheet - with simple adjustment.

UNIT IV
Single Entry System - Statement of Affairs; Conversion into double entry (Simple Problems)

UNIT V

REFERENCE BOOKS


NOTE: Question Papers must contain problems to the extent of 60% of the marks allotted to the subject.
IV – SEMESTER – PART – IV SKILLS BASED SUBJECT - 2

DIPLOMA - TRADE ECONOMY AND COMPUTER SYSTEM
II TRADE DOCUMENTATION

SUBJECT DESCRIPTION:

The subject deals with essential methods of Trade documentation.

OBJECTIVES:

1. To familiarize the students to learn the procedures of foreign trade and documentation methods.

2. To enable the students to gain knowledge regarding Trade documentation.

UNIT I
Avenues of International Trade - Direct exporting - Joint venturing - licensing arrangement, Management contracting, foreign investment - turnkey projects, consulting.

UNIT II
Role of Shipping - Liners, tramps, Bill of lading - Jettison and general average, particular average, warranties and other shipping terminologies - containerization - Air Transport - Multi Model Transport - Cargo Insurance.

UNIT III

UNIT IV
Export, Import Licenses - Letter of Credit Mechanism - Uniform Customs and Practices for Documentary Credit (UCPDC) - Duty drawback procedure.

UNIT V
Packing Methods - Packing List - Quality Control and Inspection - Clearance of Export Cargo - valuation and classification of goods in customs - Warehousing under Customs Act - Post - Shipment Formalities and procedures.

REFERENCE BOOKS

Government of India, Handbook of Import and Export procedures.
Balagopal Export Management, Himalaya Publishing House, Delhi
SEMESTER - V – PART – IV SKILLS BASED SUBJECT - 3

DIPLOMA - TRADE ECONOMY AND COMPUTER SYSTEM

COMPUTER SYSTEM - I

SUBJECT DESCRIPTION:

The course deals with the basic knowledge on different concepts of computer applications.

OBJECTIVES:

1. To provide knowledge on different concepts of computer applications
2. To enable the students to understand the importance of computer system.

UNIT I

UNIT II

UNIT III

UNIT IV
Tally 7.2 - opening New Company - safety of accounts - password characteristic, Making Ledger accounts - writing voucher - voucher entry - Making different types of vouchers - correction of Sundry Debtors and Sundry Creditors.

UNIT V

REFERENCE BOOKS

Nathari - Tally 7.2, B.P. Publications.
S. Palanivel - Tally Accounting Software - Margham Publications.
Parameswaran - Computer Applications in Business.
SEMESTER - VI– PART – IV SKILLS BASED SUBJECT - 4

DIPLOMA - TRADE ECONOMY AND COMPUTER SYSTEM

COMPUTER SYSTEM - II

SUBJECT DESCRIPTION

The course deals with the different concepts relating to MS. Office and computer system.

OBJECTIVES

1. To understand the significance and basic concepts of computer systems.
2. To provide knowledge of the application of computer system in the field of MS. Office

UNIT I


UNIT II

Word Basics - Using Auto text - using Auto correction - word editing techniques - finding and replacing text - checking spelling using templates - formatting - formatting with styles - creating tables.

UNIT III

Excel Basics - entering data - selecting ranges - editing entries - formatting entries - simple calculation - naming cells and ranges - data display - printing work sheets - copying entries between work books - moving sheets between work books - deleting sheets - creating graphs.

UNIT IV

Power Point Basics - editing text - adding subordinate points - deleting slides - working outline view - a design template merging presentation in slider sorter view applying templates - adding graphs - adding organisation charts - running an electronic slide - show adding special effects.

UNIT V

Access Basics - creating a table entering and adding records - changing a structure - working with records - creating forms - establishing relationships - using queries to extract information - using report to print information.

REFERENCE BOOKS

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<td>2.</td>
<td>Stephen L</td>
<td>Office 2000 Complete reference by BPB</td>
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<tr>
<td>3.</td>
<td>Joyce Cox, Polly Urban</td>
<td>Quick Course in Microsoft Office - Galgotial Publications.</td>
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<td>4.</td>
<td>T. Karthikeyan &amp; Dr. C. Muthu</td>
<td>PC Software for Office Automation - Sultan Chand.</td>
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<tr>
<td>5.</td>
<td>Sanjay Saxena</td>
<td>A first course in Computer</td>
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<td>6.</td>
<td>R. Krishnamoorthi</td>
<td>Computer programming and application</td>
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<tr>
<td>7.</td>
<td>A.L. Stevens</td>
<td>Teach; your self windows.</td>
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SEMESTER V ELECTIVE I-A

E-Commerce

Total Hours: 90

Preamble:
The objectives of the paper are:

- To provide basic knowledge about Electronic Commerce
- To impart knowledge about applications of e-commerce in business.

Unit I

(18 Hours)

Unit II

(17 Hours)

Unit III

(19 Hours)

Unit IV

(18 Hours)

Unit V

(18 Hours)
Books for Reference:


SEMESTER-V ELECTIVE I-B
INVESTMENT POLICIES AND PROGRAMMES - I

SUBJECT DESCRIPTION
The subject of the course deals with the importance of investment and the functions of stock exchange market.

OBJECTIVES
1. Enlighten the students about the investment policies
2. Understanding and analysing the various issues related to share market.

UNIT I
Investment - Financial and Economic - meaning of investment - importance of Investment - Features of an Investment programme.

UNIT II
Security valuation - Scope - elements of investment - Approaches to investment - Basic valuation models.

UNIT III
Bonds - Types - public Sector Bonds - Zero Bonds - shares - preference shares and Equity Shares - Bonus and Right Shares.

UNIT IV
Debentures - Non-convertible- partly convertible, Fully convertible debentures.

UNIT V
Share market - primary market, How to apply for new issues - Basics of allotment - Secondary market - Functions of Stock Exchange.

REFERENCE BOOKS
1. Ralph Eastman Badger and Harrg G. Guthamann - Investment principles and practice
2. Dougall Herbert - Investments
3. Preeti Singh - Investment Management
4. B.S. Grewal and Nahjot Grewal - Successful Stock market Investment
5. S.S. Grewal and Nahjot Grewal - Profitable Investment in shares
6. Preeti Singh - Investment Management Security Analysis and Portfolio Management,


SEMESTER-V ELECTIVE I-C
Auditing

Total Hours :75

Preamble:
The objectives of this paper are:
• To impart knowledge about Principles and methods of auditing
• To familiarize the students with the techniques of auditing and its applications

Unit I

(12 hours)

Unit II
Audit procedure – Planning of audit – Audit programme – Audit note book – Audit working papers – Internal control and internal check – Internal check as regards cash, wages, sales, etc., Position of external Auditor as to Internal audit.

(15 hours)

Unit III

(16 hours)

Unit IV
Verification and valuation of assets and liabilities – Auditor’s position – Auditors duty regarding depreciation – Reserves and provisions.

(16 hours)

Unit V

Audit of Computerized Accounts – e-audit.

(14 hours)

Books for Reference:

B.N.Tandan : A Hand book of Practical Auditing
S.Sudharsanam : S.Chand & Co.Ltd., New Delhi, 2006
S.Sundharabahu
R.G. Saxena : Principles and Practice of Auditing
Himalaya Publishing House, Mumbai, 2002

R. Sharma : Auditing
Lakshmi Narain Agarwal Educational Publishers,
Agra, 2000
SEMESTE-VI ELECTIVE II-A
Banking Practices

Total Hours: 90

Preamble:
This paper aims
- To provide basic knowledge about the importance and functions of commercial banks
- To acquire practical knowledge and skills in banking transactions

Unit I
Definition of a banker and customer – Banking services – meaning and importance – Economic and Monetary implications of banking operations – Globalised challenges in banking services – New trends in banking services- Computerization in banks.

(20 Hours)

Unit II

(20 Hours)

Unit III

(20 Hours)

Unit IV
Principles of sound lending – loans and advances – Modes of creating charge – pledge – Hypothecation – Mortgages

(20 Hours)

Unit V
Banking Practicals
1. Pay-in-slip
2. Application for term deposits
3. Cheque
4. Withdrawal form
5. Post office saving Bank A/C Application
6. Locker opening
7. Jewel loan application
8. Personal loan application
9. ATM – functioning in four different banks
10. Application form for educational loan
11. Bills discounting
12. Getting DD
Books for Reference:


P.N.Varshney : Banking Law and Practice, Sultan Chand & Sons, Delhi, 2002

M.L.Tannan : Banking Law and Practice in India, India Law House, Delhi, 1997

S.S.Gulsan & K.Kapoor : Banking Law and Practice, Sultan Chand & Co Ltd., Delhi, 1999
Preamble:
The paper aims to
- Provide knowledge of basic concepts and importance of Insurance
- Impart knowledge on the various insurance Legislations

Unit I

(14 hours)

Unit II
Classification of Insurance - on the basis of nature of Insurance - from business point of view - from risk point of view. Insurance and social security: Evolution of Insurance Organisations - Insurance Organisations in India - Insurance and social security a) Social Security to Individuals b) Social security to Business

(15 hours)

Unit III

(16 hours)

Unit IV
Insurance Intermediaries: Introduction - Insurance Broker - Processing of application for broker ship - Code of conduct for brokers - Insurance Agents - Surveyor and Loss Assessors - Third Party Administrators - Health Services (a brief note only)

(14 hours)

Unit V

(16 hours)
Books for Reference:
A.Murthy : Elements of Insurance, Margham Publications, Chennai, 2006
SEMESTER-VI ELECTIVE II-C
Capital Market Intermediaries

Total Hours - 75

Preamble:
The paper aims to

- study the registration formalities, duties and code of conduct of intermediaries in primary and secondary markets.
- understand the Depository system in India
- know the role of merchant bankers and lead managers as capital market intermediaries
- study the guidelines for the establishment of mutual funds and to know the functioning of credit rating agencies in the capital market

Unit I
Capital Market Intermediaries-Stock Exchanges-Primary Market-SEBI Registered Intermediaries for IPOs- Secondary Market-Registration Formalities, Duties and code of conduct for members and Sub-Brokers of BSE and NSE

Unit II
Depositories-Registration-SEBI-Guidelines-Definition-Functions Immobilization and Dematerialisation of Share Certificates-Depository Process-Depository System in India
National Securities Depository Ltd (NSDL)-Promoters-Functions-Central Services (India) Ltd (CSDL)-Promoters-Functions-Drawbacks of Indian Depository System-Remedial reasons

Unit III
Merchant Bankers-Registration-Functions of Merchant Bankers-SEBI Guidelines-Underwriters-Defaults of Merchant Bankers and Penalty
Lead Managers-Appointment-Responsibilities-Documents to be submitted to SEBI-Registrars and Share Transfer Agents-Appointment-Functions

Unit IV
Unit V

Credit Rating Agencies-Registrations-Eligibility Criteria-Rating Process-CRISIL-ICRA-Symbols and their significance-Portfolio Managers-Registrations-Code of conduct- Disclosures to the SEBI

Investment Advisors-Registrations-Requirements-SEBI Guidelines

Custodians : SEBI Guidelines
Stocklenders : SEBI Guidelines

(15 hours)

Books for References:

www.sebi.gov.in

V.A.Avadhani - Investment and Security Markets in India
Himalaya Publishing House, New Delhi

V.K.Bhalla - Investment Management
S.Chand & Company Ltd., New Delhi

M.Y.Khan - Financial Services, Tata Mc Graw Hill
Publishing Company, New Delhi, 2000

P.Mohan Rao & Others - Financial Services, Deep and Deep
Publications, New Delhi,
SEMESTE-VI ELECTIVE III-A
Global Marketing

Total Hours: 75

Preamble
The aim of the paper is
- To give the students an insight into the emerging markets worldwide
- To enable the students to learn and apply concepts relating to Global Marketing

Unit I

(15 Hours)

Unit II

(15 Hours)

Unit III
Global Marketing Research - Need – Definition – Scope - Global product strategies-International product life cycle (IPLC)-Managing the International product and service mix-New product Development steps-Classification of new products

(15 Hours)

Unit IV
Global Pricing-Government Influence on Pricing-Transfer pricing-Dumping-steps-Global pricing decisions

(10 Hours)

Unit V

Books for Reference

International Marketing - Dana-Nicoleta Lascu
Biztantra, New Delhi, 2003

International Trade and Export Management - Francis Cherunilam
Himalaya Publishing House, New Delhi, 1997

International Marketing - B.S. Rathor & J.S. Rathor,
Himalaya Publishing House, New Delhi, 1996

Global Marketing Management - Warren J. Keegan
Prentice Hall of India Pvt. Ltd.
New Delhi, 2002
SEMESTER-VI ELECTIVE III-B
INVESTMENT - POLICIES AND PROGRAMME - II

SUBJECT DESCRIPTION
The subject of the course deals with different investment opportunities available in the economy.

OBJECTIVES
1. To provide the knowledge of various issues related to portfolio selection.
2. To educate the students about Mutual funds in a modern economy.

UNIT I

UNIT II

UNIT III
Portfolio selection - Scope, type of investors - operation of investment in the stock market - Bulls and Bears - Role of Depositories.

UNIT IV
Mutual Funds - Types - Advantages and Disadvantages - Net Asset Value - UTI and other Mutual Funds.

UNIT V
Role of Stock Market in the India Economy - Important companies, FERA Companies - SEBI

REFERENCE BOOKS
1. Ralph Eastman Badger and Harrg G. Guthamann - Investment principles and practice
2. Dougall Herbert - Investments
3. Preeti Singh - Investment Management
4. B.S. Grewal and Nahjot Grewal - Successful Stock market Investment
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<td>7</td>
<td>A.N. Shanbhag</td>
<td>In the Wonderland of Investment,</td>
<td>Focus Popular Prakasham,</td>
<td>Mumbai,</td>
<td>1999</td>
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<td>8</td>
<td>V.K. Bhalla</td>
<td>Investment Management Security Analysis and Portfolio Management,</td>
<td>S.Chand &amp; Co, Ltd,</td>
<td>New Delhi,</td>
<td>1997</td>
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SEMESTER VI ELECTIVE III-C

AGRICULTURAL AND RURAL DEVELOPMENT

SUBJECT DESCRIPTION

The content of the course deals with the importance of agriculture and the issues related to rural development.

OBJECTIVES

1. To provide the knowledge of various issues of rural development.
2. To familiarise the students with the role of agriculture and the marketing of agricultural products in India.

UNIT - I
Agriculture - Definition - Peculiar features - Role of agriculture in a modern economy - Agriculture and economic development - Foreign trade in agricultural products.

UNIT - II
Agriculture in Indian economy - Changing Profile of Indian Agriculture since Independence - Green revolution - Gains and lessons of Green revolution.

UNIT - III
Cropping pattern - Productivity trends - Farm size - Economic holding - Sub division and fragmentation - Consolidation - Co-operative farming.

UNIT - IV
Land reforms - Progress - Agriculture inputs - Tools and implementation - Farm mechanization - Irrigation - Fertilizers - Seeds and pesticides.

UNIT - V
Rural indebtedness - Causes and consequences - Sources of agricultural finance - Rural unemployment and rural poverty - Remedial measures.

REFERENCE BOOKS:

1. Indian Agriculture - Agarwal
2. Agricultural Economy of India - Dhingra
3. Indian Economy - Dutt and Sundram
5. Fundamentals of Agricultural economics - Sadhu & Singh.